

**Dokumen Kurikulum 2013-2018**  
**Program Studi : Magister Sains Manajemen**

**Lampiran I**

**Sekolah Bisnis dan Manajemen**  
**Institut Teknologi Bandung**

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|-------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|-----------------------|---|----------------------|
|  | <b>Bidang Akademik dan<br/>Kemahasiswaan</b><br><b>Institut Teknologi Bandung</b> | <b>Kode Dokumen</b>   |   | <b>Total Halaman</b> |
|                                                                                     |                                                                                   | <b>Kur2013-S2-MSM</b> |   | <i>[100]</i>         |
|                                                                                     |                                                                                   | <b>Versi</b>          | 4 | 6 September 2013     |

|                                                                                                                                                                                                                                |                                                           |                           |
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| <b>Bidang Akademik dan Kemahasiswaan ITB</b>                                                                                                                                                                                   | <b>Kur2013-Program Studi<br/>Magister Sains Manajemen</b> | <b>Halaman 1 dari 100</b> |
| Template Dokumen ini adalah milik Direktorat Pendidikan - ITB<br>Dokumen ini adalah milik Program Studi Magister Sains Manajemen ITB.<br>Dilarang untuk me-reproduksi dokumen ini tanpa diketahui oleh Dirdik-ITB dan SBM-ITB. |                                                           |                           |

**KURIKULUM ITB 2013-2018– PROGRAM MAGISTER**  
**Program Studi Magister Sains Manajemen**  
**Sekolah Bisnis dan Manajemen**

**A. Mata Kuliah Wajib**

**1. Kajian dan Pemikiran Konsep Manajemen (MB5101)**

|                                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                    |                                                                     |                        |
|------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|---------------------------------------------------------------------|------------------------|
| <i>Kode Matakuliah:</i><br><b>MB5101</b> | <i>Bobot sks:</i> 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | <i>Semester:</i> 1 | <i>KK / Unit Penanggung Jawab:</i><br>Manajemen Manusia dan Operasi | <i>Sifat:</i><br>Wajib |
| <i>Nama Matakuliah</i>                   | Pemikiran dan Penelitian Manajemen<br>Management Thought and Research                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                    |                                                                     |                        |
| <i>Silabus Ringkas</i>                   | <p>Sebagai sebuah disiplin ilmu, manajemen memiliki sejarah perkembangan yang perlu diketahui oleh setiap scholar dalam bidang manajemen. Perkembangan pemikiran-pemikiran manajemen(schools of thought) muncul sebagai reaksi terhadap masalah-masalah kontekstual, seperti ekonomi, social, politik, dan perkembangan dan pendayagunaan teknologi. Setiap aliran pemikiran (school of thought) mempunyai landasan pemikirannya masing-masing dan konsekuensinya masing-masing. Untuk itu, pemahaman terhadap sejarah aliran-aliran pemikiran manajemen diharapkan dapat menjadi inspirasi bagi scholar dalam melakukan penelitian-penelitian yang relevan dan kontekstual dengan kondisi terkini di Indonesia dalam era globalisasi.</p> <p>As a scientific discipline, management has a long history in which any scholar in this area should be aware of. The development of management thoughts has emerged as a reaction to contextual problems in its own era. In this regard, context refers to economics, social, politics, and technology. Each school of management thought has its own unique foundation and consequences. Therefore, a sound understanding of the history of management thought is expected to inspire any scholar in developing his or her research which is relevant and contextual with the Indonesian condition in the era of globalization.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                    |                                                                     |                        |
| <i>Silabus Lengkap</i>                   | <p>Sebagai sebuah disiplin ilmu, manajemen memiliki sejarah perkembangan yang perlu diketahui oleh setiap scholar dalam bidang manajemen. Perkembangan pemikiran-pemikiran manajemen(schools of thought) muncul sebagai reaksi terhadap masalah-masalah kontekstual, seperti ekonomi, social, politik, dan perkembangan dan pendayagunaan teknologi. Setiap aliran pemikiran (school of thought) mempunyai landasan pemikirannya masing-masing dan konsekuensinya masing-masing. Untuk itu, pemahaman terhadap sejarah aliran-aliran pemikiran manajemen diharapkan dapat menjadi inspirasi bagi scholar dalam melakukan penelitian-penelitian yang relevan dan kontekstual dengan kondisi terkini di Indonesia dalam era globalisasi.</p> <p>Mata kuliah ini akan membahas sejarah perkembangan pemikiran manajemen yang terbagi ke dalam empat era, yaitu: (1) pemikiran awal manajemen, (2) pemikiran manajemen dalam era scientific management, (3) pemikiran manajemen dalam era insane sosial, dan (4) pemikiran manajemen dalam era modern. Pemikiran manajemen dalam era awal mencakup</p> <p>As a scientific discipline, management has a long history in which any scholar in this area should be aware of. The development of management thoughts has emerged as a reaction to contextual problems in its own era. In this regard, context refers to economics, social, politics, and technology. Each school of management thought has its own unique foundation and consequences. Therefore, a sound understanding of the history of management thought is expected to inspire any scholar in developing his or her research which is relevant and contextual with the Indonesian condition in the era of globalization. In this course, the history of management thought is organized into four parts, namely: (1) early management thought era, (2) the scientific management era, (3) the social person era, and (4) the modern era.</p> |                    |                                                                     |                        |
| <i>Luaran (Outcomes)</i>                 | Setelah menyelesaikan kuliah ini, setiap mahasiswa diharapkan akan memiliki kompetensi yang terdiri dari pengetahuan, keterampilan, dan sikap. Pengetahuan yang akan dibangun melalui mata kuliah ini adalah: memiliki pengetahuan konseptual tentang perkembangan aliran pemikiran dalam bidang manajemen dan memiliki wawasan dan pengetahuan tentang topik penelitian yang kontekstual baik local, regional, maupun internasional. Keterampilan yang akan dibangun terdiri dari memiliki keterampilan dalam membangun rencana penelitian secara kritis, kreatif dan kontekstual yang dapat memberikan kontribusi terhadap pengembangan pengetahuan dan solusi pemecahan masalah manajemen yang kontekstual serta memiliki kemampuan dalam mengkomunikasikan hasil analisis kritis secara verbal maupun tertulis. Sedangkan sikap yang akan dibangun adalah memiliki karakter sebagai ke-skolaran, seperti jujur, terbuka, kritis, kreatif, tidak mudah menyerah, bertanggung jawab, belajar sepanjang hayat, dan professional serta memiliki kepercayaan diri dalam mengekspresikan hasil pemikiran dan analisis kritisnya baik secara verbal maupun tulisan.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                    |                                                                     |                        |
| <i>Matakuliah Terkait</i>                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                    |                                                                     |                        |
| <i>Kegiatan Penunjang</i>                | Pelatihan penggunaan <i>software</i> untuk <i>mind mapping</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                    |                                                                     |                        |
| <i>Pustaka</i>                           | Wren, D.A. The History of Management Thought, Fifth Edition, Wiley, 2005.<br>Drucker, P. Management's Challenges for the 21 <sup>st</sup> Century, Harper, 1999.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                    |                                                                     |                        |
| <i>Panduan Penilaian</i>                 | Penilaian yang digunakan pada mata kuliah ini terdiri dari: tugas individu, kuis, presentasi, ujian tengah semester, dan ujian akhir semester.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                    |                                                                     |                        |
| <i>Catatan Tambahan</i>                  | Memacu olah pikir kritis mahasiswa dengan cara memberikan pertanyaan-pertanyaan kepada para mahasiswa                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                    |                                                                     |                        |

| <i>Mg#</i> | <i>Topik</i>    | <i>Sub Topik</i>                                                             | <i>Capaian Belajar Mahasiswa</i>                                                                                  | <i>Sumber Materi</i>   |
|------------|-----------------|------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------|------------------------|
| 1          | Berpikir Kritis | <ul style="list-style-type: none"> <li>Management's new paradigms</li> </ul> | <ul style="list-style-type: none"> <li>Memberikan pengetahuan dan membangun keterampilan cara berpikir</li> </ul> | Drucker (1999) – Ch. 1 |

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| <b>Bidang Akademik dan Kemahasiswaan ITB</b>                                                                                                                                                                                   | <b>Kur2013-Program Studi Magister Sains Manajemen</b> | <b>Halaman 2 dari 100</b> |
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|    |                                                |                                                                                                                                                        | atau analisis kritis                                                                                                                                                                                                                                                                          |                           |
| 2  | Manajemen pada Era Pra Industrialisasi         | <ul style="list-style-type: none"> <li>• Kerangka Berpikir Kultural</li> <li>• Manajemen Pra Industrialisasi</li> </ul>                                | <ul style="list-style-type: none"> <li>• Memiliki pengetahuan konseptual tentang paradig baru manajemen</li> <li>• Membangun keterampilan cara berpikir atau analisis kritis</li> <li>• Memiliki pengetahuan konseptual tentang pemikiran manajemen pada era pra industrialisasi</li> </ul>   | Wren (2005) – Chs. 1, 2   |
| 3  | Manajemen pada Era Pra Industrialisasi         | <ul style="list-style-type: none"> <li>• Masalah dan perspektif Revolusi Industri</li> <li>• Pionir awal manajemen</li> </ul>                          | <ul style="list-style-type: none"> <li>• Membangun keterampilan cara berpikir atau analisis kritis</li> <li>• Memiliki pengetahuan konseptual tentang pemikiran manajemen pada era pra industrialisasi</li> </ul>                                                                             | Wren (2005) – Chs. 3, 4   |
| 4  | Manajemen pada Era Pra Industrialisasi         | <ul style="list-style-type: none"> <li>• Revolusi industri di Amerika Serikat</li> <li>• Pertumbuhan industri dan manajemen sistematis</li> </ul>      | <ul style="list-style-type: none"> <li>• Membangun keterampilan cara berpikir atau analisis kritis</li> <li>• Memiliki pengetahuan konseptual tentang pemikiran manajemen pada era pra industrialisasi</li> <li>• Memiliki keterampilan dalam mencari peluang riset di Indonesia</li> </ul>   | Wren (2005) – Chs. 5, 6   |
| 5  | Era Scientific Management                      | <ul style="list-style-type: none"> <li>• Penemuan scientific management</li> </ul>                                                                     | <ul style="list-style-type: none"> <li>• Membangun keterampilan cara berpikir atau analisis kritis</li> <li>• Memiliki pengetahuan konseptual tentang pemikiran manajemen pada era scientific management</li> </ul>                                                                           | Wren (2005) – Ch. 7       |
| 6  | Era Scientific Management                      | <ul style="list-style-type: none"> <li>• Penyebaran ide efisiensi</li> </ul>                                                                           | <ul style="list-style-type: none"> <li>• Membangun keterampilan cara berpikir atau analisis kritis</li> <li>• Memiliki pengetahuan konseptual tentang pemikiran manajemen pada era scientific management</li> </ul>                                                                           | Wren (2005) – Ch. 8       |
| 7  | Era Scientific Management                      | <ul style="list-style-type: none"> <li>• Faktor Insan</li> </ul>                                                                                       | <ul style="list-style-type: none"> <li>• Membangun keterampilan cara berpikir atau analisis kritis</li> <li>• Memiliki pengetahuan konseptual tentang pemikiran manajemen pada era scientific management</li> </ul>                                                                           | Wren (2005) – Ch. 9       |
| 8  | Ujian Tengah Semester                          | <ul style="list-style-type: none"> <li>•</li> </ul>                                                                                                    | <ul style="list-style-type: none"> <li>• Mampu menyampikan gagasan dalam bentuk tulisan (makalah)</li> </ul>                                                                                                                                                                                  |                           |
| 9  | Era Scientific Management                      | <ul style="list-style-type: none"> <li>• Kemunculan teori manajemen dan organisasi</li> <li>• Scientific Management dalam teori dan praktik</li> </ul> | <ul style="list-style-type: none"> <li>• Membangun keterampilan cara berpikir atau analisis kritis</li> <li>• Memiliki pengetahuan konseptual tentang pemikiran manajemen pada era scientific management</li> </ul>                                                                           | Wren (2005) – Chs. 10, 11 |
| 10 | Era Scientific Management dan Era Insan Sosial | <ul style="list-style-type: none"> <li>• Retrospeksi Scientific Management</li> <li>• Studi Hawthorne</li> </ul>                                       | <ul style="list-style-type: none"> <li>• Membangun keterampilan cara berpikir atau analisis kritis</li> <li>• Memiliki pengetahuan konseptual tentang pemikiran manajemen pada era scientific management</li> <li>• Memiliki keterampilan dalam mencari peluang riset di Indonesia</li> </ul> | Wren (2005) – Chs. 12, 13 |
| 11 | Era Insan Sosial                               | <ul style="list-style-type: none"> <li>• Pencarian integrasi organisasi</li> <li>• Insan dan organisasi</li> </ul>                                     | <ul style="list-style-type: none"> <li>• Membangun keterampilan cara berpikir atau analisis kritis</li> <li>• Memiliki pengetahuan konseptual tentang pemikiran manajemen pada era insan sosial</li> </ul>                                                                                    | Wren (2005) – Chs. 14, 15 |
| 12 | Era Insan Sosial                               | <ul style="list-style-type: none"> <li>• Organisasi dan Insan</li> <li>• Hubungan antar insan: konsep dan praktik</li> </ul>                           | <ul style="list-style-type: none"> <li>• Membangun keterampilan cara berpikir atau analisis kritis</li> <li>• Memiliki pengetahuan konseptual tentang pemikiran manajemen pada era insan sosial</li> </ul>                                                                                    | Wren (2005) – Chs. 16, 17 |

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| 13 | Era Insan Sosial dan Era Modern | <ul style="list-style-type: none"> <li>Retrospeksi era insane social</li> <li>Teori dan praktik manajemen</li> </ul>      | <ul style="list-style-type: none"> <li>Membangun keterampilan cara berpikir atau analisis kritis</li> <li>Memiliki pengetahuan konseptual tentang pemikiran manajemen pada era insan sosial</li> <li>Memiliki keterampilan dalam mencari peluang riset di Indonesia</li> </ul> | Wren (2005) – Chs. 18, 19 |
| 14 | Era Modern                      | <ul style="list-style-type: none"> <li>Teori organisasi dan perilaku</li> <li>Sains dan sistem dalam manajemen</li> </ul> | <ul style="list-style-type: none"> <li>Membangun keterampilan cara berpikir atau analisis kritis</li> <li>Memiliki pengetahuan konseptual tentang pemikiran manajemen pada era insan sosial</li> </ul>                                                                         | Wren (2005) – Chs. 20, 21 |
| 15 | Era Modern                      | <ul style="list-style-type: none"> <li>Kewajiban dan peluang</li> <li>Epilogue</li> </ul>                                 | <ul style="list-style-type: none"> <li>Membangun keterampilan cara berpikir atau analisis kritis</li> <li>Memiliki pengetahuan konseptual tentang pemikiran manajemen pada era insan sosial</li> <li>Memiliki keterampilan dalam mencari peluang riset di Indonesia</li> </ul> | Wren (2005) – Chs. 22, 23 |
| 16 | Ujian Akhir Semester            |                                                                                                                           | <ul style="list-style-type: none"> <li>Mampu menyampaikan gagasan dalam bentuk tulisan (makalah)</li> </ul>                                                                                                                                                                    |                           |

## 2. Metodologi Riset Kuantitatif (MB5102)

|                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                       |                                    |                           |
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| <b>Kode Matakuliah:</b><br>MB5102                                                                                                                                                                                                         | <b>Bobot sks:</b> 3 sks                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | <b>Semester:</b>                                      | <b>KK / Unit Penanggung Jawab:</b> | <b>Sifat:</b><br>Wajib    |
| <b>Nama Matakuliah</b>                                                                                                                                                                                                                    | Metode Riset Kuantitatif                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                       |                                    |                           |
|                                                                                                                                                                                                                                           | <i>Quantitative Research Method</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                       |                                    |                           |
| <b>Silabus Ringkas</b>                                                                                                                                                                                                                    | Matakuliah ini memberikan pengetahuan, kemampuan dan carapandang kepada mahasiswa mengenai metode riset kuantitatif dan memberikan pengalaman praktis kepada mahasiswa dalam mempersiapkan dan melaksanakan sebuah riset kuantitatif                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                       |                                    |                           |
|                                                                                                                                                                                                                                           | <i>This course provides the students with knowledge, skill and perspectives to the students regarding quantitative research methodology and provide practical experience to students in preparing and executing a quantitative research</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                       |                                    |                           |
| <b>Silabus Lengkap</b>                                                                                                                                                                                                                    | Matakuliah bertujuan untuk memberikan eksposur kepada mahasiswa dengan konsep metodologi penelitian kuantitatif. Konsep-konsep ini meliputi ilmu pengetahuan dan penelitian, paradigma penelitian, etika, desain penelitian, dan penulisan laporan. Berbagai metode kuantitatif dalam penelitian menggunakan survei dan eksperimental akan dipelajari oleh para siswa. Tujuan jangka panjang dari program ini adalah untuk memberikan kemampuan kepada mahasiswa dalam melakukan penelitian independen dan melaporkan hasilnya melalui tesis master atau disertasi doktor. Selain itu, mahasiswa juga diharapkan mampu untuk menulis makalah untuk publikasi dalam forum ilmiah, seperti jurnal dan konferensi.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                       |                                    |                           |
|                                                                                                                                                                                                                                           | <i>This course is intended to expose students with concepts of quantitative research methodology. These concepts include science and research, research paradigms, ethics, research design, and report writing. Various quantitative methods in survey and experimental research are to be learnt by the students. The long term goal of this course is to enable students to conduct independent research and report the results through master thesis or doctoral dissertation. In addition, students are also expected to be able to write papers for publication in scientific forums, such as journals and conferences.</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                       |                                    |                           |
| <b>Luaran (Outcomes)</b>                                                                                                                                                                                                                  | <p>Pada akhir mata kuliah ini, mahasiswa diharapkan mampu:</p> <ol style="list-style-type: none"> <li>Melakukan identifikasi dan pendefinisian masalah penelitian;</li> <li>Melakukan analisis dan menentukan paradigma penelitian yang sesuai;</li> <li>Mempersiapkan kerangka konseptual untuk memecahkan masalah penelitian;</li> <li>Mempersiapkan garis besar penelitian kuantitatif, termasuk pengukuran, pengambilan sampel, dan analisis data;</li> <li>Menyiapkan dan melaksanakan proyek penelitian kuantitatif;</li> <li>Mengkomunikasikan temuan penelitian dalam artikel ilmiah, dalam jurnal atau konferensi</li> </ol> <p><i>By the end of this course, each student is expected to be able to:</i></p> <ol style="list-style-type: none"> <li><i>Identify and state research problems;</i></li> <li><i>Analyze and determine the appropriate research paradigm;</i></li> <li><i>Propose a conceptual framework for the proposed problem;</i></li> <li><i>Outline a quantitative research design, including measurement, sampling, and data analysis;</i></li> <li><i>Prepare and execute a quantitative research project;</i></li> <li><i>Communicate the findings of the project in a scientific article for journal or conference publications</i></li> </ol> |                                                       |                                    |                           |
| <b>Matakuliah Terkait</b>                                                                                                                                                                                                                 | -                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                       | -                                  |                           |
| <b>Bidang Akademik dan Kemahasiswaan ITB</b>                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | <b>Kur2013-Program Studi Magister Sains Manajemen</b> |                                    | <b>Halaman 4 dari 100</b> |
| <p>Template Dokumen ini adalah milik Direktorat Pendidikan - ITB<br/> Dokumen ini adalah milik Program Studi Magister Sains Manajemen ITB.<br/> Dilarang untuk me-reproduksi dokumen ini tanpa diketahui oleh Dirdik-ITB dan SBM-ITB.</p> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                       |                                    |                           |

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|                           | -                                                                                                                                                                  | - |
| <b>Kegiatan Penunjang</b> | Studikasu, kritisiartikeljurnal, proyekmahasiswa                                                                                                                   |   |
| <b>Pustaka</b>            | Neuman, W.L. (2006) <i>Social Research Methods: Qualitative and Quantitative Approaches</i> . Sixth Edition. Boston: Allyn and Bacon. (Pustakautama)               |   |
|                           | Saunders, M. and Lewis, P. (2012) <i>Doing Research in Business and Management</i> . Pearson. (Pustakautama)                                                       |   |
|                           | Babbie, E. (2010) <i>The Practice of Social Research</i> . Twelfth Edition. Thomson and Wadsworth. (Pustakapendukung)                                              |   |
|                           | Sekaran, U and Bougie, R. (2010) <i>Research Methods for Business: A Skill Building Approach</i> . Fifth Edition. New Jersey: John Wiley. (Pustakapendukung)       |   |
|                           | Creswell, J.W. (2003) <i>Research Design: Qualitative, Quantitative, and Mixed Methods Approaches</i> . California: Sage. (Pustakapendukung)                       |   |
|                           | Sokolowski, J.A. and Banks, C.M. (2009) <i>Principles of Modelling and Simulation: A Multidisciplinary Approach</i> . John Wiley and Sons, Inc. (Pustakapendukung) |   |
|                           | Checkland, P., J. Scholes, <i>Soft Systems Methology in Action</i> , John Wiley & Sons, 1990. (Pustakapendukung)                                                   |   |
| <b>Panduan Penilaian</b>  | Tugasindividuandankelompok, quiz, partisipidankehadiran, studikasu, ujian, proyek mahasiswa                                                                        |   |
| <b>Catatan Tambahan</b>   |                                                                                                                                                                    |   |

| Mg# | Topik                                                               | Sub Topik                                                                                                                                                                                                            | Capaian Belajar Mahasiswa                                                                              | Sumber Materi                             |
|-----|---------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------|-------------------------------------------|
| 1   | Science and Research                                                | Social Research Alternatives to Social Research<br>How Science Works<br>Approaches to Research: Quantitative, Qualitative, Mixed Steps in the Research Process                                                       | Understanding about social research, its approaches and processes                                      | Neuman (2006): Ch. 1                      |
| 2   | Dimensions of Research                                              | Audience for and Use of Research<br>Purpose of Research<br>Time Dimension in Research                                                                                                                                | Understanding about the purpose of research and its dimensions                                         | Neuman (2006): Ch2.                       |
| 3   | Theory and Research                                                 | What is Theory?<br>Social Theory versus Ideology<br>The Parts of Social Theory: Assumptions, Concepts, Relationships, Units of Analysis                                                                              | Understanding about the relationship between theory and research                                       | Neuman (2006): Ch. 3                      |
| 4   | Literature Review                                                   |                                                                                                                                                                                                                      | Ability to conductcritical literature review to prepare conceptual framework to solve research problem | Neuman (2006): Chs. 5                     |
| 5   | Ethical Concern                                                     |                                                                                                                                                                                                                      | Awareness of students to ethical concern in executing a quantitative research project                  | Saunders & Lewis (2012): Ch. 2            |
| 6   | Planning and preparation                                            | Quantitative Research Design: Orientations and Issues;<br>Quantitative Measurement: Parts of measurement process, reliability & validity, scales;<br>Quantitative Sampling: probability and non-probability sampling | Ability to plan and prepare a quantitative research project                                            | Neuman (2006): Chs. 6, 7, 8               |
| 7   | Evaluation on students' project proposal                            |                                                                                                                                                                                                                      | Ability to plan and prepare a quantitative research project                                            |                                           |
| 8   | Survey Research                                                     | Logic of survey research, constructing questionnaire, paper-based and web-surveys                                                                                                                                    | Ability to prepare and design survey research using questionnaire                                      | Neuman (2006): Ch. 10                     |
| 9   | Experimental Research                                               | Experimental design, internal & external validity, practical considerations                                                                                                                                          | Ability to prepare and design experimental research                                                    | Neuman (2006): Ch. 9                      |
| 10  | Quasi Experimental                                                  | Quasi experimental design, internal & external validity for quasi experimental                                                                                                                                       | Ability to prepare and design quasi experimental research                                              |                                           |
| 11  | Modelling and simulation                                            | Introduction to modelling & simulation, approaches in modelling                                                                                                                                                      | Ability to prepare and design experimental research using simulation model                             | Sokolowski and Banks (2009): Chs. 1 & 2.  |
| 12  | Using secondary data                                                | Forms of secondary data<br>Use of secondary data<br>Pitfalls of using secondary data                                                                                                                                 | Understanding the role of secondary data in research and utilizing it as necessary                     | Saunders and Lewis (2012): Ch. 4          |
| 13  | Analysis of Quantitative Data                                       | Dealing with data<br>Results with one variable and two variables<br>Results with more than two variables                                                                                                             | Ability to deal with data with multi variables and to determine the methods to analyse the data        | Neuman (2006): Ch. 12                     |
| 14  | Communicating with others                                           | Writing research report<br>Presenting research results                                                                                                                                                               | Ability to communicate the findings of a quantitative research project to scientific community         | Neuman (2006): Ch. 16 and selected papers |
| 15  | Final presentation and final report submission of student's project |                                                                                                                                                                                                                      |                                                                                                        |                                           |

### 3. Pemodelan dalam Manajemen (MB5103)

|                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                  |                                                                           |                              |
|-----------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|---------------------------------------------------------------------------|------------------------------|
| <b>Kode Matakuliah:</b><br>MB5103 | <b>Bobot sks:</b><br>3 SKS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | <b>Semester:</b> | <b>KK Penanggung Jawab :</b><br>Decision Making and Strategic Negotiation | <b>Sifat:</b><br>Wajib Prodi |
| <b>Nama Matakuliah</b>            | Pemodelan dalam Manajemen                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                  |                                                                           |                              |
|                                   | <i>Modelling in Management</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                  |                                                                           |                              |
| <b>Silabus Ringkas</b>            | Mata kuliah ini bertujuan untuk melengkapi metode riset kepada mahasiswa, sehingga mahasiswa mempunyai kemampuan lengkap untuk membangun teori, dan juga untuk menghasilkan kebijakan atau solusi untuk permasalahan tertentu                                                                                                                                                                                                                                                                                                                                                                                                                     |                  |                                                                           |                              |
|                                   | This course aim to equip student with research method, so that student will have complete ability on creating theory and propose policies or solution for certain problem                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                  |                                                                           |                              |
| <b>Silabus Lengkap</b>            | Membangun sebuah teori adalah hal yang terpenting dari suatu proses ilmiah. Pemodelan adalah suatu metode juga dalam membangun teori. Namun selain untuk membangun teori, pemodelan juga bisa berguna untuk menghasilkan suatu kebijakan. Untuk membangun teori atau kebijakan diperlukan pemahaman yang mendalam tentang proses pemodelan itu sendiri, dimulai dengan pemahaman tentang proses pengembangan teori dengan pendekatan sains, pengembangan ide sebagai langkah awal untuk membangun teori, berfikir sistem, mengidentifikasi hubungan antara variabel, pengembangan <i>causal relationship</i> , pemodelan matematika, dan simulasi |                  |                                                                           |                              |
|                                   | Construct a theory is the most important part of scientific process. Modelling is a method that can be used to generate theory. In addition to create theory, modelling can be useful to propose policy. A deep understanding about modelling process is necessary in the constructing theory or proposing policies, start from the understanding about constructing theory with science approach, improving ideas as first start of creating theory, systemic thinking, identified relationship between variable, and developing causal relationship, mathematical modelling and simulation.                                                     |                  |                                                                           |                              |
| <b>Luaran (Outcomes)</b>          | Mahasiswa memahami proses untuk membangun suatu teori, mampu menerapkan konsep berfikir sistem untuk memahami permasalahan, maupun membangun teori dan mengembangkan kebijakan dengan <i>modelling</i>                                                                                                                                                                                                                                                                                                                                                                                                                                            |                  |                                                                           |                              |
| <b>Matakuliah Terkait</b>         | -                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | -                | -                                                                         | -                            |
| <b>Kegiatan Penunjang</b>         | Praktikum, proyek penelitian mandiri, dsb                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                  |                                                                           |                              |
| <b>Pustaka</b>                    | Jaccard, J., J. Jacoby, <i>Theory Construction and Model-Building</i> , The Guilford Press, 2010 (Pustaka utama)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                  |                                                                           |                              |
|                                   | Hillier, F.S., M.S. Hillier, <i>Introduction to Management Science</i> , 2, McGraw-Hill, 2003 (Pustaka pendukung)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                  |                                                                           |                              |
|                                   | Checkland, P., J. Scholes, <i>Soft Systems Methodology in Action</i> , John Wiley & Sons, 1990 (Pustaka pendukung)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                  |                                                                           |                              |
|                                   | Checkland, P., <i>System Thinking, Systems Practice</i> , John Wiley & Sons, 1999 (Pustaka pendukung)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                  |                                                                           |                              |
|                                   | Pidd, M., <i>Tools for Thinking : Modelling in Management</i> , John Wiley & Sons, 2009 (Pustaka pendukung)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                  |                                                                           |                              |
|                                   | Goodwin, P., G. Wright, <i>Decision Analysis for Management Judgement</i> , 2, John Wiley & Sons, 1998 (Pustaka pendukung)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                  |                                                                           |                              |
|                                   | Pidd, M., <i>Computer Simulation in Management Science</i> , 5, John Wiley & Sons, 2004 (Pustaka pendukung)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                  |                                                                           |                              |
|                                   | Gilbert, N., <i>Agent-Based Models</i> , 2, Sage Publications, 2008 (Pustaka pendukung)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                  |                                                                           |                              |
| <b>Panduan Penilaian</b>          | Partisipasi aktif mahasiswa di kelas, presentasi paper, makalah penelitian mandiri                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                  |                                                                           |                              |
| <b>Catatan Tambahan</b>           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                  |                                                                           |                              |

| Mg# | Topik                                                | Sub Topik                                                                                        | Capaian Belajar Mahasiswa                   | Sumber Materi                                             |
|-----|------------------------------------------------------|--------------------------------------------------------------------------------------------------|---------------------------------------------|-----------------------------------------------------------|
| 1   | Pendekatan Science untuk membangun teori             | Apa itu konsep, teori, dan proses pengembangan teori                                             | Kuliah, diskusi kelas                       | Chapter 1,2,3; Jaccard, 2010                              |
| 2   | Berpikir Sistemik                                    | <i>Reductionism</i> , Berpikir linier, Berpikir sistemik sebagai pelengkap untuk membangun teori | Kuliah, diskusi kelas, presentasi mahasiswa | Chapter 1,2,3,4; Checkland, 1999                          |
| 3   |                                                      | <i>Hard systems approaches and Soft System Approach</i>                                          | Kuliah, diskusi kelas, presentasi mahasiswa | Chapter 5,6; Checkland, 1999                              |
| 4   | Hard System Modelling                                | <i>Causal models</i>                                                                             | Kuliah, case, project                       | Chapter 7; Jaccard, 2010                                  |
| 5   |                                                      | <i>Mathematical models</i>                                                                       | Kuliah, kasus, presentasi mahasiswa         | Chapter 8; Jaccard, 2010                                  |
| 6   | Optimization Modelling                               | <i>Linier Programming</i>                                                                        | Kuliah, kasus                               | Chapter 8; Pidd, 2009; Chapter 2; Hillier & Hillier, 2003 |
| 7   |                                                      | <i>Solving Linear Programming with Spreadsheets</i>                                              | Kuliah, praktikum software                  | Chapter 3,4; Hillier & Hillier, 2003                      |
| 8   | Modelling uncertainty                                | <i>Decision Tree</i>                                                                             | Kuliah, praktikum software                  | Chapter 5, 6; Goodwin and Wright, 1998                    |
| 9   |                                                      | <i>Sensitivity Analysis</i>                                                                      | Kuliah, praktikum software                  | Chapter 12; Hillier & Hillier, 2003                       |
| 10  |                                                      | <i>Risk Analysis</i>                                                                             | Kuliah, praktikum software                  | Chapter 7; Goodwin and Wright, 1998                       |
| 11  | Simulasi sebagai sebuah metoda untuk membangun teori | Apa itu model? Apa itu simulasi? Bagaimana membangun suatu model simulasi                        | Kuliah, persentasi mahasiswa, diskusi kelas | Chapter 1,2,3; Pidd, 2004<br>Chapter 9; Jaccard, 2010     |

**Bidang Akademik dan Kemahasiswaan ITB**

**Kur2013-Program Studi  
Magister Sains Manajemen**

**Halaman 6 dari 100**

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Dilarang untuk me-reproduksi dokumen ini tanpa diketahui oleh Dirdik-ITB dan SBM-ITB.

|    |                                       |                                            |                                                   |                                                                                 |
|----|---------------------------------------|--------------------------------------------|---------------------------------------------------|---------------------------------------------------------------------------------|
| 12 | Simulasi untuk pengembangan kebijakan | <i>System Dynamics</i>                     | Kuliah, latihan pengembangan kebijakan dengan SD  | Chapter 1,2,3; <i>Sterman, 2000</i>                                             |
| 13 |                                       | <i>Agent-based Simulation</i>              | Kuliah, latihan pengembangan kebijakan dengan ABM | Chapter 1,3; <i>Gilbert, 2008</i>                                               |
| 14 | Soft System Modelling                 | <i>Soft System Methodology</i>             | Kuliah, kasus                                     | Chapter 1,2; <i>Checkland and Scholes, 1990</i><br>Chapter 5; <i>Pidd, 2009</i> |
| 15 |                                       | <i>Soft System Methodology in Practice</i> | Kuliah, diskusi kelas, kasus                      | Chapter 3,4,5; <i>Checkland and Scholes, 1990</i>                               |

#### 4. Ekonomika Lanjut (MB5104)

|                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                         |                                                                         |                        |
|------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|-------------------------------------------------------------------------|------------------------|
| <b>Kode Matakuliah:</b><br>MB 5101 | <b>Bobot sks:</b><br>3 SKS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | <b>Semester:</b> I      | <b>KK / Unit Penanggung Jawab:</b><br>Sub KK Business Risks and Finance | <b>Sifat:</b><br>Wajib |
| <b>Nama Matakuliah</b>             | Ekonomika Lanjut<br><i>Advanced Economics</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                         |                                                                         |                        |
| <b>Silabus Ringkas</b>             | Advanced Economics is concerned with the concept and the application of economic principles and methodologies for the decision making process of the individual, business, firm, government that operates under risk and uncertainty, and its consequences.<br>Ekonomi Lanjut mendiskusikan konsep dan penerapan prinsip-prinsip ekonomi serta metodologi untuk proses pengambilan keputusan individu, perusahaan bisnis ataupun pemerintah dalam kondisi ketidakpastian dan akibat-akibat yang ditimbulkannya.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                         |                                                                         |                        |
| <b>Silabus Lengkap</b>             | Tingkat kesulitan kelas ekonomika lanjut ini lebih tinggi dibandingkan dengan kelas ekonomika. Menekankan pada bahasan baik mikroekonomi maupun makroekonomi. Untuk mikroekonomi, materi yang didiskusikan meliputi konsepsi penawaran dan permintaan, teori tentang perusahaan, dan persaingan. Dari sisi makroekonomi, bahan yang dibahas adalah pertumbuhan, inflasi, pengangguran, serta bagaimana pemerintah dan bank sentral menangani hal tersebut. Pada akhir perkuliahan, akan dibahas tentang perekonomian internasional dan kaitannya dengan ekonomi lokal melalui trading dan nilai tukar mata uang.<br>Advanced Economics is concerned with the concept and the application of economic principles and methodologies for the decision making process of the individual, business, firm, government that operates under risk and uncertainty, and its consequences.<br>This course is an intermediate level, somehow more rigorous than the basic economic course. This course will emphasize both on the microeconomics and macroeconomics aspects. On the microeconomics side, it will build from the concept of supply and demand, producer theory, and competition. On the macroeconomics side it will discuss on the growth, unemployment, inflation and how government and central banks deal with that. At the end of the semester it will discuss on how international economy affects local economy through trading and exchange rates. |                         |                                                                         |                        |
| <b>Luaran (Outcomes)</b>           | By the end of the course, students should be familiar with the fundamental concepts of microeconomic and macroeconomic theory and be able to use them in building their own theoretic models. More specifically it is expected that the students will be able to: <ul style="list-style-type: none"> <li>Understand the theory and the rationalization of decision making of an individual and a firm, and using it to analyze market.</li> <li>Understand the theory and the rationalization of government and central bank policies in addressing the economy problem and using it to analyze the market</li> <li>Relate the theoretical constructs and empirical facts</li> <li>Relate the current states of world economy with the available theoretical model</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                         |                                                                         |                        |
| <b>Matakuliah Terkait</b>          | Dasar Matematika Keuangan                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Prasyarat - Matrikulasi |                                                                         |                        |
| <b>Kegiatan Penunjang</b>          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                         |                                                                         |                        |
| <b>Pustaka</b>                     | Economic 10 <sup>th</sup> Ed, Perkin, M. Willey Addison, 2011 (PM) (Pustaka Utama)<br>Mathematical Economics, Chiang A., Mc Graw Hil, 2011 (CA) (Pustaka Pendukung)<br>Numbers Guide, The Essentials of Business Numeracy, 5 <sup>th</sup> Ed, The Economist, 2003. (TE) (Pustaka Pendukung)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                         |                                                                         |                        |
| <b>Panduan Penilaian</b>           | <i>Mid Term exam</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | ( 40 %)                 |                                                                         |                        |
|                                    | <i>Final Exam</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | ( 40 %)                 |                                                                         |                        |
|                                    | <i>Assignments</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | ( 20 %)                 |                                                                         |                        |
| <b>Catatan Tambahan</b>            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                         |                                                                         |                        |

|                                                                                                                                                                                                                                |                                                          |                           |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------|---------------------------|
| <b>Bidang Akademik dan Kemahasiswaan ITB</b>                                                                                                                                                                                   | <b>Kur2013-Program Studi</b><br>Magister Sains Manajemen | <b>Halaman 7 dari 100</b> |
| Template Dokumen ini adalah milik Direktorat Pendidikan - ITB<br>Dokumen ini adalah milik Program Studi Magister Sains Manajemen ITB.<br>Dilarang untuk me-reproduksi dokumen ini tanpa diketahui oleh Dirdik-ITB dan SBM-ITB. |                                                          |                           |

| Mg#                | Topik                                                                                   | Sub Topik                                                                              | Capaian Belajar Mahasiswa                                                                                                         | Sumber Materi |
|--------------------|-----------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------|---------------|
| 1                  | Permintaan dan Penawaran                                                                | Teori Permintaan<br>Teori Penawaran<br>Elastisitas Permintaan<br>Elastisitas Penawaran | Memahami teori Permintaan dan Penawaran dan penerapannya dalam menganalisis pasar.                                                | PM. Ch.1-2    |
| 2                  | Elastisitas Permintaan dan Penawaran                                                    | Elastisitas Permintaan<br>Elastisitas Penawaran                                        | Memahami penggunaan elastisitas untuk menganalisis pasar                                                                          | PM. Ch 3      |
| 3                  | Memahami Perilaku Pasar dan Kebijakan                                                   | Pajak<br>Subsidi<br>Harga Patokan tertinggi<br>Harga Patokan Terendah                  | Memahami dan trampil dalam menggunakan hukum permintaan dan penawaran untuk menganalisis perilaku pasar akibat kebijakan          | PM. Ch 4      |
| 4                  | Teori Produksi                                                                          | Cost Structure<br>Long Run Cost<br>Short Run Cost                                      | Memahami teori biaya dalam perusahaan, menganalisis "long run" cost, "short run" cost                                             | PM. Ch 5      |
| 5                  | Struktur Pasar 1                                                                        | Kompetisi Sempurna<br>Monopoli                                                         | Memahami teori struktur pasar kompetisi sempurna dan monopoli                                                                     | PM. Ch. 6-7   |
| 6                  | Struktur Pasar 2                                                                        | Kompetisi Monopolistik<br>Oligopoli                                                    | Memahami teori struktur pasar kompetisi monopolistik dan oligopoli                                                                | PM. Ch 8-9    |
| 7                  | Perbankan, Institusi Keuangan, dan Bank Central                                         | Fungsi Perbankan<br>Peran Bank Central<br>Peran Institusi Keuangan                     | Memahami peran perbankan, institusi keuangan dan Bank Sentral dalam ekonomi negara                                                | PM. Ch 11     |
| <b>MID TEST</b>    |                                                                                         |                                                                                        |                                                                                                                                   |               |
| 8                  | 1. PDB, Inflasi, dan Makroekonomi                                                       | Mengukur GDP<br>Mengukur Inflasi<br>Balance of Payment                                 | Memahami konsep menghitung PDB, menghitung Inflasi, menghitung balance of Payment dan efeknya bagi suatu negara                   | PM. Ch 13     |
| 9                  | Model Ekonomi Aggregate Suplai dan Aggregate                                            | Model AD/AS<br>Konsep Pemikiran Ekonomi                                                | Memahami model AD/AS dan penggunaannya dalam menganalisis kondisi makroekonomi suatu negara                                       | PM. Ch 14     |
| 10                 | Memahami Kebijakan Fiskal Pemerintah                                                    | Model IS/LM<br>Kebijakan Fiskal                                                        | Memahami bentuk kebijakan fiskal dan monetary serta efeknya bagi perekonomian negara.                                             | PM. Ch. 15    |
| 11                 | Memahami Kebijakan Monetary Bank Sentral                                                | Model IS/LM<br>Kebijakan Moneter                                                       | Memahami bentuk kebijakan fiskal dan monetary serta efeknya bagi perekonomian negara.                                             | PM Ch. 18     |
| 12                 | Memahami Indikator Ekonomi                                                              | Leading indicator<br>Lagging indicator                                                 | Memahami leading dan lagging indikator yang ada serta trampil menggunakannya untuk menganalisis kondisi makroekonomi suatu negara | TE Ch. 1 - 5  |
| 13                 | Pasar Modal dan Ekonomi                                                                 | Fungsi dan Peran Pasar Modal<br>Interaksi Pasar modal nasional, regional, dan global   | Memahami fungsi dan peran pasar modal, serta keterkaitan antara pasar modal loka, nasional dan global                             | PM Ch.13      |
| 14                 | Perdagangan Internasional International Trade, Comparative Advantage, and Protectionism | Keunggulan Komparatif<br>Keunggulan Absolute<br>Kebijakan Proteksionis                 | Memahami dan trampil menganalisis kebijakan perdagangan internasional beserta akibatnya                                           | PN. CH 15     |
| 15                 | Exchange Rates Model                                                                    | Parity Models<br>Balance of Payment Model<br>Assets Model                              | Memahami hal hal yang mengakibatkan pergerakan pada nilai tukar mata uang dengan menggunakan berbagai model.                      | PM Ch. 20     |
| <b>UJIAN AKHIR</b> |                                                                                         |                                                                                        |                                                                                                                                   |               |



## 5. Analisis Laporan Keuangan (MB5105)

|                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                            |                                                                  |                        |
|------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------|------------------------------------------------------------------|------------------------|
| <b>Kode Matakuliah:</b><br>MB 5105 | <b>Bobot sks:</b><br>3 SKS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | <b>Semester:</b><br>Ganjil | <b>KK / Unit Penanggung Jawab:</b><br>Risiko Bisnis dan Keuangan | <b>Sifat:</b><br>Wajib |
| <b>Nama Matakuliah</b>             | Analisis Laporan Keuangan                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                            |                                                                  |                        |
|                                    | <i>Financial Statement Analysis</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                            |                                                                  |                        |
| <b>Silabus Ringkas</b>             | Analisis laporan keuangan telah mengalami perkembangan yang sangat signifikan beberapa tahun belakangan ini. Keputusan keuangan dalam suatu perusahaan dijadikan salah satu keputusan kritical dalam perusahaan.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                            |                                                                  |                        |
|                                    | <i>Financial statement analysis has undergone significant changes over the years. Financial decisions within the firm came to be recognized as the critical issue in corporate finance.</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                            |                                                                  |                        |
| <b>Silabus Lengkap</b>             | Saat ini pengambilan keputusan dilakukan dengan cara yang lebih terkoordinasi, dimana tugas dan fungsi manajer keuangan berada dalam proses kontrol dan pemantauan seluruh aktivitas perusahaan. Dengan tanggung jawab tersebut, fungsi manajemen keuangan menjadi lebih strategis dalam mencapai penciptaan nilai dalam perusahaan. Perkuliahan ini pada dasarnya meliputi topik-topik: Berapa banyak arus kas (jangka pendek) yang diperlukan perusahaan untuk memenuhi kewajibannya?; Investasi jangka panjang apa yang harus dilakukan perusahaan?; Berapa banyak modal kerja yang diperlukan perusahaan?; Bagaimana perusahaan mengumpulkan sumber pembiayaan untuk membiayai investasi?                 |                            |                                                                  |                        |
|                                    | <i>Today, decisions are made in much more coordinated manner, with the role and function of financial manager generally has direct responsibility for the control process and monitoring all the activities of the firm. With such responsibility, the field of financial management has become much more strategic toward the value creation of the firm. This coursework is primarily addresses the following topics: How much cash flow (short term finance) does a firm need to pay its bills?; What long-term investments (capital budgeting) should the firm engage in?; How much is working capital required for firm's business?; How can the firm raise the money for the required investments?.</i> |                            |                                                                  |                        |
| <b>Luaran (Outcomes)</b>           | <ul style="list-style-type: none"> <li>Mahasiswa memahami laporan keuangan perusahaan yang terdiri dari laporan posisi keuangan perusahaan, laporan laba rugi, dan laporan arus kas.</li> <li>Mahasiswa memahami metode dan teknik yang digunakan untuk menganalisis profitabilitas dan likuiditas perusahaan.</li> <li>Mahasiswa memahami sistem penganggaran dan perencanaan keuntungan perusahaan.</li> <li>Mahasiswa memahami nilai waktu uang dan teknik-teknik yang dipergunakan dalam proses analisis investasi.</li> </ul>                                                                                                                                                                            |                            |                                                                  |                        |
| <b>Matakuliah Terkait</b>          | -                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                            |                                                                  |                        |
| <b>Kegiatan Penunjang</b>          | <ul style="list-style-type: none"> <li>Perkuliahan dalam kelas</li> <li>Tutorial dan praktikum</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                            |                                                                  |                        |
| <b>Pustaka</b>                     | <ol style="list-style-type: none"> <li>(GL) Gitman, L., "Principles of Managerial Finance," 11<sup>th</sup> ed., Pearson Addison Wesley, 2012.</li> <li>(RWJ) Stephen Ross, Randolph Westerfield, Jordan, "Fundamental of Corporate Finance", 6<sup>th</sup> ed. Publisher: Mc Graw Hill, 2003.</li> <li>(WSF) White, Gerald I., A. C. Sondhi, and D. Fried. The Analysis and Use of Financial Statements. 3rd ed. John Wiley &amp; Sons, Inc.</li> </ol>                                                                                                                                                                                                                                                     |                            |                                                                  |                        |
| <b>Panduan Penilaian</b>           | 1. Ujian Tengah Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | (30%)                      |                                                                  |                        |
|                                    | 2. Ujian Akhir Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                            | (35%)                                                            |                        |
|                                    | 3. Kuis dan kehadiran                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | (25%)                      |                                                                  |                        |
|                                    | 4. Tugas                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                            | (10%)                                                            |                        |
| <b>Catatan Tambahan</b>            | -                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                            |                                                                  |                        |

| Mg# | Topik                               | Sub Topik                                                                                                                                                            | Capaian Belajar Mahasiswa                                                                                                        | Sumber Materi |
|-----|-------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------|---------------|
| 1   | Pengantar Manajemen Keuangan        | <ul style="list-style-type: none"> <li>Tujuan perusahaan</li> <li>Fungsi manajemen keuangan</li> </ul>                                                               | Memahami tujuan dan peranan manajemen keuangan dalam kegiatan perusahaan.                                                        | GL (Bab 1)    |
|     | Analisis Laporan Keuangan 1         | <ul style="list-style-type: none"> <li>Laporan arus kas</li> <li>Laporan posisi keuangan perusahaan</li> <li>Laporan laba rugi</li> </ul>                            | Memahami dan mampu menginterpretasikan laporan keuangan sebagai sumber informasi manajemen keuangan.                             | GL (Bab 3)    |
| 2   | Analisis Laporan Keuangan 2         | <ul style="list-style-type: none"> <li>Rasio likuiditas</li> <li>Rasio aktivitas</li> <li>Rasio hutang</li> <li>Rasio profitabilitas</li> <li>Rasio pasar</li> </ul> | Memahami dan memiliki keterampilan dalam menghitung rasio keuangan perusahaan sebagai alat evaluasi kondisi keuangan perusahaan. | GL (Bab 3)    |
|     | Arus Kas dan Perencanaan Keuangan 1 | <ul style="list-style-type: none"> <li>Arus kas perusahaan</li> <li>Proses perencanaan keuangan</li> </ul>                                                           | Memahami pentingnya proses penyusunan laporan arus kas dan dampaknya terhadap perencanaan keuangan.                              | GL (Bab 4)    |
| 3   | Arus Kas dan Perencanaan Keuangan 2 | <ul style="list-style-type: none"> <li>Perencanaan kas</li> <li>Perencanaan laporan keuangan</li> </ul>                                                              | Memiliki keterampilan dalam merencanakan kas perusahaan dan merencanakan / melakukan proyeksi laporan keuangan perusahaan.       | GL (Bab 4)    |
|     | Nilai Waktu Uang 1                  | <ul style="list-style-type: none"> <li>Nilai tunggal</li> <li>Anuitas</li> </ul>                                                                                     | Memahami penyebab perbedaan nilai uang berdasarkan waktu dan terampil dalam mengkonversi                                         | GL (Bab 5)    |

**Bidang Akademik dan Kemahasiswaan ITB**

**Kur2013-Program Studi  
Magister Sains Manajemen**

**Halaman 9 dari 100**

Template Dokumen ini adalah milik Direktorat Pendidikan - ITB  
Dokumen ini adalah milik Program Studi Magister Sains Manajemen ITB.  
Dilarang untuk me-reproduksi dokumen ini tanpa diketahui oleh Dirdik-ITB dan SBM-ITB.

|    |                                                                |                                                                                                                                                             |                                                                                                                                                                                        |             |
|----|----------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|
|    |                                                                |                                                                                                                                                             | nilai arus kas tunggal maupun yang berupa anuitas.                                                                                                                                     |             |
| 4  | Nilai Waktu Uang 2                                             | <ul style="list-style-type: none"> <li>Arus kas campuran</li> <li>Bunga berbunga</li> </ul>                                                                 | Memiliki keterampilan dalam mengkonversi nilai arus kas yang berbentuk campuran dan memahami konsep bunga berbunga dalam manajemen keuangan.                                           | GL (Bab 5)  |
|    | Risiko dan Imbal Hasil 1                                       | <ul style="list-style-type: none"> <li>Konsep risiko dan imbal hasil</li> <li>Risiko aset</li> <li>Risiko portofolio</li> </ul>                             | Memahami konsep risiko dan imbal hasil serta terampil dalam menilai risiko aset secara individual dan portofolio (kumpulan aset).                                                      | GL (Bab 8)  |
| 5  | Risiko dan Imbal Hasil 2                                       | <ul style="list-style-type: none"> <li>Ekspektasi imbal hasil</li> <li>Model CAPM</li> </ul>                                                                | Memahami konsep ekspektasi imbal hasil dan model CAPM dalam mengukur ekspektasi terhadap imbal hasil.                                                                                  | GL (Bab 8)  |
|    | Arus Kas Investasi 1                                           | <ul style="list-style-type: none"> <li>Arus kas yang relevan</li> </ul>                                                                                     | Mengetahui berbagai macam arus kas yang relevan dalam kaitannya dengan analisis kelayakan investasi.                                                                                   | GL (Bab 11) |
| 6  | Arus Kas Investasi 2                                           | <ul style="list-style-type: none"> <li>Menentukan investasi awal</li> <li>Menentukan arus kas operasional</li> <li>Menentukan arus kas terminasi</li> </ul> | Mampu melakukan klasifikasi arus kas dalam suatu proyek investasi kedalam arus kas investasi awal, arus kas dari kegiatan operasional, dan arus kas pada saat proyek akan diterminasi. | GL (Bab 11) |
|    | Teknik <i>capital budgeting</i> 1                              | <ul style="list-style-type: none"> <li>Konsep <i>capital budgeting</i></li> </ul>                                                                           | Memahami konsep penganggaran modal ( <i>capital budgeting</i> ) beserta metode-metode yang biasa digunakan dalam menilai kelayakan investasi.                                          | GL (Bab 10) |
| 7  | Teknik <i>capital budgeting</i> 2                              | <ul style="list-style-type: none"> <li>PBP</li> <li>NPV</li> <li>IRR</li> </ul>                                                                             | Memiliki keterampilan dalam menghitung PBP, NPV, dan IRR investasi serta memiliki pemahaman mengenai keputusan yang harus diambil berdasarkan hasil perhitungan.                       | GL (Bab 10) |
|    | Review                                                         | <ul style="list-style-type: none"> <li>Materi minggu ke-1 hingga minggu ke-7</li> </ul>                                                                     | Memahami pokok-pokok bahasan sebelumnya secara menyeluruh.                                                                                                                             | -           |
| 8  | Ujian Tengah Semester                                          |                                                                                                                                                             |                                                                                                                                                                                        |             |
| 9  | Risiko dan Penyesuaian dalam teknik <i>capital budgeting</i> 1 | <ul style="list-style-type: none"> <li>Perilaku dalam menghadapi risiko</li> <li>Risiko internasional</li> </ul>                                            | Memahami perbedaan profil risiko investor dalam melakukan investasi baik secara local maupun internasional.                                                                            | GL (Bab 12) |
|    | Risiko dan Penyesuaian dalam teknik <i>capital budgeting</i> 2 | <ul style="list-style-type: none"> <li>RADR</li> <li>ANPV</li> </ul>                                                                                        | Memahami metode-metode dalam menyesuaikan penilaian kelayakan investasi dengan menggunakan metode RADR dan ANPV.                                                                       | GL (Bab 12) |
| 10 | Biaya Modal 1                                                  | <ul style="list-style-type: none"> <li>Konsep biaya modal</li> <li>WACC</li> </ul>                                                                          | Memahami konsep biaya modal perusahaan beserta sumber-sumber biaya modal dan cara merata-ratakannya.                                                                                   | GL (Bab 9)  |
|    | Biaya Modal 2                                                  | <ul style="list-style-type: none"> <li>Biaya pinjaman jangka panjang</li> <li>Biaya saham preferens</li> <li>Biaya saham biasa</li> </ul>                   | Memiliki keterampilan dalam menghitung biaya pinjaman jangka panjang, biaya saham preferens, dan biaya saham biasa.                                                                    | GL (Bab 9)  |
| 11 | Hutang dan Struktur Modal 1                                    | <ul style="list-style-type: none"> <li>Hutang</li> <li>Struktur modal perusahaan</li> </ul>                                                                 | Memahami pengaruh penggunaan hutang dalam struktur modal perusahaan terhadap tingkat imbal hasil perusahaan kepada pemegang saham.                                                     | GL (Bab 13) |
|    | Hutang dan Struktur Modal 2                                    | <ul style="list-style-type: none"> <li>Pendekatan EBIT-EPS</li> <li>Struktur modal optimal</li> </ul>                                                       | Memahami proses identifikasi struktur modal optimal bagi perusahaan dengan menggunakan pendekatan EBIT-EPS.                                                                            | GL (Bab 13) |
| 12 | Modal Kerja dan Manajemen Aset Lancar 1                        | <ul style="list-style-type: none"> <li>Konsep modal kerja</li> <li>Siklus Konversi Kas</li> </ul>                                                           | Memahami konsep modal kerja serta proses pembentukannya berdasarkan siklus konversi kas.                                                                                               | GL (Bab 15) |
|    | Modal Kerja dan                                                | <ul style="list-style-type: none"> <li>Manajemen</li> </ul>                                                                                                 | Memahami proses manajemen                                                                                                                                                              | GL (Bab 15) |

|    |                                    |                                                                                                                                                                                                                       |                                                                                                                                              |             |
|----|------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------|-------------|
|    | Manajemen Aset Lancar 2            | <ul style="list-style-type: none"> <li>• persediaan</li> <li>• Manajemen piutang</li> <li>• Manajemen hutang</li> </ul>                                                                                               | persediaan, manajemen piutang, dan manajemen hutang untuk meminimasi siklus konversi kas.                                                    |             |
| 13 | Manajemen Hutang Lancar 1          | <ul style="list-style-type: none"> <li>• Hutang lancar spontan</li> </ul>                                                                                                                                             | Memahami sumber-sumber hutang lancar yang timbul secara spontan (akibat kegiatan operasional) dalam perusahaan.                              | GL (Bab 16) |
|    | Manajemen Hutang Lancar 2          | <ul style="list-style-type: none"> <li>• Sumber hutang lancar risiko tinggi</li> <li>• Sumber hutang lancar rendah risiko</li> </ul>                                                                                  | Mampu mengidentifikasi sumber-sumber hutang lancar yang memiliki risiko tinggi dan rendah risiko untuk dimanfaatkan oleh perusahaan.         | GL (Bab 16) |
| 14 | Manajemen Keuangan Internasional 1 | <ul style="list-style-type: none"> <li>• Perusahaan multinasional</li> <li>• Laporan keuangan perusahaan multinasional</li> <li>• Risiko perusahaan multinasional</li> </ul>                                          | Memahami proses manajemen keuangan dan risiko keuangan yang dihadapi oleh perusahaan multinasional.                                          | GL (Bab 19) |
|    | Manajemen Keuangan Internasional 2 | <ul style="list-style-type: none"> <li>• Keputusan investasi dan pembiayaan perusahaan multinasional</li> <li>• Keputusan pembiayaan jangka pendek perusahaan multinasional</li> <li>• Merger dan akuisisi</li> </ul> | Memahami berbagai keputusan terkait dengan kegiatan investasi, pembiayaan, serta merger dan akuisisi dalam konteks perusahaan multinasional. | GL (Bab 19) |
| 15 | Kuis Akhir                         | <ul style="list-style-type: none"> <li>• Latihan soal materi secara keseluruhan</li> </ul>                                                                                                                            | Mengukur pemahaman mahasiswa terhadap pokok-pokok bahasan sebelumnya secara menyeluruh.                                                      | -           |
|    | Review                             | <ul style="list-style-type: none"> <li>• Materi minggu ke-9 hingga minggu ke-15</li> </ul>                                                                                                                            | Memahami pokok-pokok bahasan sebelumnya secara menyeluruh.                                                                                   | -           |
| 16 | Ujian Akhir Semester               |                                                                                                                                                                                                                       |                                                                                                                                              |             |

## 6. Metodologi Riset Kualitatif (MB5201)

|                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                          |                                                  |                            |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------|--------------------------------------------------|----------------------------|
| <b>Kode Matakuliah:</b><br>MB 5201                                                                                                                                                                                                      | <b>Bobot sks:</b><br>3 [tiga]                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | <b>Semester:</b><br>II                                   | <b>KK / Unit Penanggung Jawab:</b><br>Sub KK PKM | <b>Sifat:</b><br>Wajib     |
| <b>Nama Matakuliah</b>                                                                                                                                                                                                                  | Metodologi Penelitian Kualitatif                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                          |                                                  |                            |
|                                                                                                                                                                                                                                         | <i>Qualitative Research Method</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                          |                                                  |                            |
| <b>Silabus Ringkas</b>                                                                                                                                                                                                                  | <p>Hubungan yang kompleks antara elemen penelitian yang non linear, canggih dan interpretatif, menimbulkan kesulitan dalam metode kuantitatif untuk menangkap fenomena ini. Oleh karena itu, metode penelitian kualitatif menjadi kebutuhan untuk memecahkan penelitian bisnis dan manajemen. Metode ini telah diterapkan selama bertahun-tahun untuk penelitian dalam bidang ilmu sosial.]</p> <p><i>[The complex relationships amongst research elements which are non linear, sophisticated and interpretative, create difficulty for quantitative method to capture this phenomena. It is, therefore, why qualitative method becomes the need to solve business and management research. Originally this methode has been applied for many years for research in social sciences.]</i></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                          |                                                  |                            |
| <b>Silabus Lengkap</b>                                                                                                                                                                                                                  | <p>Kecenderungan bagi peneliti untuk menerapkan metode penelitian kuantitatif adalah fenomena umum karena metode kuantitatif telah diterima dengan baik dan mudah dimengerti. Dengan semakin kompleksnya permasalahan bisnis, ada kebutuhan lain untuk menangani interaksi antara manusia.</p> <p>Hubungan yang kompleks antara elemen penelitian yang non linear, canggih dan interpretatif, menimbulkan kesulitan dalam metode kuantitatif untuk menangkap fenomena ini. Oleh karena itu, metode penelitian kualitatif menjadi kebutuhan untuk memecahkan penelitian bisnis dan manajemen. Metode ini telah diterapkan selama bertahun-tahun untuk penelitian dalam bidang ilmu sosial. Ada banyak literatur saat ini tersedia termasuk hasil penelitian yang berkontribusi terhadap pengembangan penelitian kualitatif. Mengingat bahwa SBM ITB mempromosikan pengembangan soft skill, maka metodologi penelitian kualitatif diharapkan dapat memainkan peran penting dan kritis bagi mahasiswa dan penelitian.</p> <p>Topik diskusi utama dalam modul ini terdiri dari delapan bagian utama dengan urutan sebagai berikut:<br/>Prinsip-prinsip dasar penelitian kualitatif, penelitian kualitatif desain, pengumpulan data kualitatif, data manajemen, analisis data kualitatif, interpretasi data, penyimpanan data; Kesimpulan</p> <p><i>The tendency for researchers to apply quantitative research methods is a common phenomena because quantitative method has been well accepted and easy to understand. With business problems become more complex, however, there is a need for something else to deal with interactions between human.</i></p> <p><i>The complex relationships amongst research elements which are non linear, sophisticated and interpretative, create difficulty for quantitative method to capture this phenomena. It is, therefore, why qualitative method becomes the need to solve business and</i></p> |                                                          |                                                  |                            |
| <b>Bidang Akademik dan Kemahasiswaan ITB</b>                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | <b>Kur2013-Program Studi</b><br>Magister Sains Manajemen |                                                  | <b>Halaman 11 dari 100</b> |
| <p>Template Dokumen ini adalah milik Direktorat Pendidikan - ITB<br/>Dokumen ini adalah milik Program Studi Magister Sains Manajemen ITB.<br/>Dilarang untuk me-reproduksi dokumen ini tanpa diketahui oleh Dirdik-ITB dan SBM-ITB.</p> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                                          |                                                  |                            |

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|---------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                           | <p>management research. Originally this method has been applied for many years for research in social sciences. There are many literatures currently available together with research findings that contribute to the development of qualitative research. Bearing in mind that SBM ITB promotes the development of soft skills, apparently the qualitative research methodology is expected to play a significant and critical role for both students and research.]</p> <p>The main topics for class discussion in this module consist of eight major parts with the following order: Fundamental principles of qualitative research; Qualitative research design; Qualitative data collection; Data management; Qualitative data analysis; Data interpretation; Data storage; Conclusion</p>                                                                                                                                                                                                   |
| <b>Luaran (Outcomes)</b>  | <p>Setelah menyelesaikan kelas ini mahasiswa kan bisa :</p> <ol style="list-style-type: none"> <li>1. Memahami prinsip dasar riset kualitatif</li> <li>2. Menulis desain riset kualitatif</li> <li>3. Memahami bagaimana cara mengkoleksi data, melakukan analisis, interpretasi dan membuat laporan.</li> <li>4. Manage data secara manual dan electronic dengan menggunakan software khusus</li> <li>5. Memahami bagaimana menulis proposal riset kualitatif.</li> </ol>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>Matakuliah Terkait</b> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>Kegiatan Penunjang</b> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>Pustaka</b>            | <ol style="list-style-type: none"> <li>1. Creswell J, <i>Research Design: Qualitative, Quantitative and Mixed Methods Approaches</i>, 2nd ed., Sage Publication, Thousand Oaks, 2000 (CJ)</li> <li>2. Denzin NK &amp; Lincoln YS, <i>Introduction: The Discipline and Practice of Qualitative Research</i>, in Denzin, NK &amp; Lincoln, YS eds, <i>Handbook of Qualitative Research</i>, Sage Publication Thousand Oaks, 2000 (DL)</li> <li>3. Glasser BG &amp; Strauss AI, <i>The Discovery of Grounded Theory</i>, Aldine de Gruyter, New York, 1967 (GS)</li> <li>4. Marshall, C &amp; Rossman, <i>Designing Qualitative Research</i>, Sage Publication Inc London GB, 1995 (MR)</li> <li>5. Morse, JM &amp; Richards, L, <i>Read Me First - sor a User's Guide to Qualitative Methods</i>, Sage Publication London (MJ)</li> <li>6. Piekkari, RM and Welch, C, <i>Handbook of Qualitative Research Methods for International Business</i>, Edward Elgar, Cheltenham UK, 2004 (PW)</li> </ol> |
| <b>Panduan Penilaian</b>  | <p>Partisipasi [20%]<br/> Kehadiran [5%]<br/> Tugas [20%]<br/> Desain Riset [25%]<br/> Proposal Riset [30%]</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>Catatan Tambahan</b>   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |

| Mg# | Topik                                          | Sub Topik                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Capaian Belajar Mahasiswa                                            | Sumber Materi        |
|-----|------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------|----------------------|
| 1   | Fundamental principles of Qualitative Research | <p>The session will cover: 1. Learning objectives, materials for this module, learning system, and evaluation system</p> <p>2. The need for qualitative research</p> <p>3. Differences between qualitative (constructivist) and quantitative (positivist) research</p> <p>4. Principles of qualitative research</p> <p>5. Conceptual framework for Qualitative research: selection of research statement; topic, purpose, significance; research quations; Literature Review; Limitation of the study]</p> | The students understand the basic principles of qualitative research | CJ Ch. 1<br>DL Ch. 1 |
| 2   | Fundamental principles of Qualitative Research | <p>The session will cover: 1. Learning objectives, materials for this module, learning system, and evaluation system</p> <p>2. The need for qualitative research</p> <p>3. Differences between qualitative (constructivist) and quantitative (positivist) research</p> <p>4. Principles of qualitative research</p> <p>5. Conceptual framework for Qualitative research: selection of research statement; topic, purpose, significance; research</p>                                                       | The students understand the basic principles of qualitative research | CJ. Ch 2<br>GS Ch.2  |

|    |                                                                 |                                                                                                                                                                                                                                         |                                                                                                 |                            |
|----|-----------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|----------------------------|
|    |                                                                 | <i>quations; Literature Review; Limitation of the study]</i>                                                                                                                                                                            |                                                                                                 |                            |
| 3  | <i>Qualitative Research Design</i>                              | <i>The session will cover: Research Paradigm, theoretical Perspective; Research Design - introduction, Finding a research problem, student presentation on research statement</i>                                                       | <i>The students understand to design Qualitative Research</i>                                   | <i>GS Ch.3</i>             |
| 4  | <i>Qualitative Research Design</i>                              | <i>The session will cover: Research Paradigm, theoretical Perspective; Research Design - introduction, Finding a research problem, student presentation on research statement</i>                                                       | <i>The students understand to design Qualitative Research</i>                                   | <i>GS Ch.4</i>             |
| 5  | <i>The Secret behind asking best Questions</i>                  | <i>The session will cover: the basic principles of raising the best questions</i>                                                                                                                                                       | <i>The students will be able to create the best questions</i>                                   | <i>PW Ch.4</i>             |
| 6  | <i>Data Collection Methods</i>                                  | <i>The session will cover: Research Design- continued; conceptual framework, choosing techniques of qualitative research, various data collection method</i>                                                                            | <i>The students able to design Qualitative Research by using various data collection method</i> | <i>PW. Ch5<br/>DL Ch.7</i> |
| 7  | <i>Data Collection Methods</i>                                  | <i>The session will cover: Research Design- continued; conceptual framework, choosing techniques of qualitative research, various data collection method</i>                                                                            | <i>The students able to design Qualitative Research by using various data collection method</i> | <i>MJ. Ch.7</i>            |
| 8  | <i>Data Management and Interview Result</i>                     | <i>The session will cover: recording and managing data, transcribing the interview result</i>                                                                                                                                           | <i>Students understand how to record, manage data, and transcribe the interview result</i>      |                            |
| 9  | <b>2.</b><br><i>Data Management and Interview Result</i>        | <i>The session will cover: recording and managing data, transcribing the interview result</i>                                                                                                                                           | <i>Students understand how to record, manage data, and transcribe the interview result</i>      | <i>MR Ch.6</i>             |
| 10 | <i>Qualitative Data Processing</i>                              | <i>The session will cover: the continuation and discussion for manual application of: Content Analysis, coding and categorising, theoretical codes, validation the accuracy of findings, the qualitative narrative, emerging theory</i> | <i>Students understand the application of Qualitative Data Processing</i>                       | <i>GS Ch.8</i>             |
| 11 | <i>Qualitative Data Processing</i>                              | <i>The session will cover: the continuation and discussion for manual application of: Content Analysis, coding and categorising, theoretical codes, validation the accuracy of findings, the qualitative narrative, emerging theory</i> | <i>Students understand the application of Qualitative Data Processing</i>                       | <i>MR Ch.9</i>             |
| 12 | <i>Grounded theory/Research and writing a research proposal</i> | <i>The session will cover the basic principles and discussion for application of: Grounded theory and grounded research, preparing and writing a research proposal</i>                                                                  | <i>The students able to understand the application of Grounded theory/Research</i>              | <i>CJ Ch.8</i>             |

|    |                                                                 |                                                                                                                                                                                                             |                                                                                                      |                 |
|----|-----------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------|-----------------|
| 13 | <i>Grounded theory/Research and writing a research proposal</i> | <i>The session will cover the basic principles and discussion for application of: Grounded theory and grounded research, preparing and writing a research proposal</i>                                      | <i>The students able to understand the application of Grounded theory/Research</i>                   | <i>CJ. Ch 9</i> |
| 14 | <i>Qualitative Data Analysis</i>                                | <i>The session will consist of software application in relation to : NVIVO, content Analysis, coding and categorising, theoretica codes, application in management research</i>                             | <i>Students understand how to use software application in reation to Qualitative Data Processing</i> | <i>MR Ch.9</i>  |
| 15 | <i>Writing your thesis or research</i>                          | <i>The session will consist of: abstract, introduction, problem definition and research limitation, methodology, data collection, analysis, findings &amp; discussions, conclution &amp; recommendation</i> |                                                                                                      |                 |

## 7. Desain Penelitian Manajemen (MB5202)

|                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                        |                                                        |                          |
|-----------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|--------------------------------------------------------|--------------------------|
| <b>Kode Matakuliah:</b><br>MB6071 | <b>Bobot sks:</b><br>3 SKS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | <b>Semester:</b><br>II | <b>KK / Unit Penanggung Jawab:</b><br>Program StudiMSM | <b>Sifat:</b><br>Pilihan |
| <b>Nama Matakuliah</b>            | Desain Penelitian Manajemen                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                        |                                                        |                          |
|                                   | Management Research Design                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                        |                                                        |                          |
| <b>Silabus Ringkas</b>            | This course provides hands-on experience of how to develop research proposals i.e conducting a literature review, finding the research gaps, and choosing the proper methodology. that can be used as a part of students' Thesis.                                                                                                                                                                                                                                                                                                                                                                                                                                     |                        |                                                        |                          |
|                                   | Kelas ini bertujuan memberikan pengalaman bagi mahasiswa cara untuk membuat proposal riset, yaitu bagaimana melakukan studi pustaka, menemukan celah penelitian, serta memilih metodologi riset yang tepat, yang dapat dijadikan sebagai bagian dari Thesis mahasiswa.<br>i.<br>ii.                                                                                                                                                                                                                                                                                                                                                                                   |                        |                                                        |                          |
| <b>Silabus Lengkap</b>            | Utamanya kelas ini dikerjakan secara individual, dengan beberapa pertemuan memberikan panduan teknis tentang bagaimana melakukan studi pstaka, menemukan celah penelitian, serta memilih metodologi riset yang tepat. Mahasiswa diharapkan bekerja secara intensive dengan Pembimbing Thesis, bersamaan dengan kuliah panduan teknis yang terjadwal bagaimana membuat proposal riset. Pada akhirnya mahasiswa diminta membuat laporan akhir dalam bentuk proposal riset yang dapat digunakan sebagai bagian dari Thesisnya.                                                                                                                                           |                        |                                                        |                          |
|                                   | This course mainly will be individual work, with some guided technical lecture to develop student's skill in conducting literature review, finding research gap, and chhosing the proper research methodology. Closely working with Thesis advisor, the courses will be started by saturating students with all relevant references related to their thesis topics, then followed by scheduled guided lecture of how to develop research proposal. At the end, students are required to submit report as the form of research proposal that will be used as the part of their Thesis.                                                                                 |                        |                                                        |                          |
| <b>Luaran (Outcomes)</b>          | Setelah mengambil mata kuliah ini , mahasiswa diharapkan :<br>1. Memahami teknik dan trampil dalam melakukan literature review<br>2. Mengenal berbagai format dalam melakukan literature review<br>3. Tampil dalam melakukan sitasi<br>4. Tahu dan faham bagaiaman meenghidari plagiarism<br>5. Mampu melakukan pencarian pustaka yang terkait dengan konsep dan teori manajemen dari berbagai sumber.<br>6. Trampil dalam membaca, membuat ringkasan dan melakukan analisis secara kritis dan sistematis<br>7. Tampil melakukan sintesis studi pustaka pengetahuan terkini yang sesuai dengan riset mahasiswa yang kelak dapat dijadikan sebagai bagian dari Thesis. |                        |                                                        |                          |
| <b>Matakuliah Terkait</b>         | Pemodelan dalam Manajemen                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                        | Prasyarat                                              |                          |
|                                   | Riset Metodologi 1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                        | Prasyarat                                              |                          |
| <b>Kegiatan Penunjang</b>         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                        |                                                        |                          |
| <b>Pustaka</b>                    | Mapping Your THESIS, Barry White, ACER Press, Victoria Australia, 2011                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                        |                                                        |                          |

|                          |                                                                                                                                                                                                                                                                                                                                   |
|--------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Panduan Penilaian</b> | <ul style="list-style-type: none"> <li>• Mind-mapping assignments: 20% (1% each report)</li> <li>• Research Philosophy Mapping Report : 10 %</li> <li>• First Progress Report (Resume progress report): 10 %</li> <li>• Critical Review Report : 20 % (10 % each report)</li> <li>• End of semester Final Report: 40 %</li> </ul> |
| <b>Catatan Tambahan</b>  |                                                                                                                                                                                                                                                                                                                                   |

| Mg# | Topik                                                           | Sub Topik                                                   | Capaian Belajar Mahasiswa                                                                             | Sumber Materi      |
|-----|-----------------------------------------------------------------|-------------------------------------------------------------|-------------------------------------------------------------------------------------------------------|--------------------|
| 1   | Pembukaan, Manajemen Kelas, Ekspektasi, dan Rencana perkuliahan | Pembukaan Manajemen Kelas Ekspektasi Rencana Perkuliahan    | Mahasiswa memahami ekspektasi, dan proses pembelajaran dari kelas ini.                                | Syllabus JH Ch.1-2 |
| 2   | Teknik melakukan studi pustaka                                  | Teknik pemetaan ide Studi Kritis Penentuan Celah Penelitian | Mahasiswa memahami teknik untuk melakukan studi pustaka                                               | JH Ch 3-4          |
| 3   | Pelaksanaan studi pustaka                                       | Pelaksanaan studi pustaka                                   | Mahasiswa melakukan paling tidak studi kritis pustaka dua artikel ilmiah.                             | AH Ch. 4 - 5       |
| 4   | Pelaksanaan studi pustaka                                       | Pelaksanaan studi pustaka                                   | Mahasiswa melakukan paling tidak studi kritis pustaka dua artikel ilmiah.                             | AH Ch, 4 – 5       |
| 5   | Pelaksanaan studi pustaka                                       | Pelaksanaan studi pustaka                                   | Mahasiswa melakukan paling tidak studi kritis pustaka dua artikel ilmiah.                             | JH Ch. 5           |
| 6   | Teknik Membangun Referensi                                      | <b>Teknik Sitasi Menghindari Plagiarism</b>                 | Trampil menggunakan standard teknik untuk melakukan sitasi, dan bagaimana cara menghindari plagiarism | JH Ch.6            |
| 7   | Pelaksanaan studi pustaka                                       | Pelaksanaan studi pustaka                                   | Mahasiswa melakukan paling tidak studi kritis pustaka dua artikel ilmiah.                             | AH Ch. 6           |
| 9   | Pelaksanaan studi pustaka                                       | Pelaksanaan studi pustaka                                   | Mahasiswa melakukan paling tidak studi kritis pustaka dua artikel ilmiah.                             | AH Ch. 7           |
| 10  | Filosofi Penelitian                                             | <b>Epistemologi Penelitian Ontologi Penelitian</b>          | Memahami filosofi penelitian dari perspektif Epistemologi dan Ontologi                                | AH Ch. 8           |
| 11  | Pelaksanaan studi pustaka                                       | Pelaksanaan studi pustaka                                   | Mahasiswa melakukan paling tidak studi kritis pustaka dua artikel ilmiah.                             | SS Ch. 5           |
| 12  | Pelaksanaan studi pustaka                                       | Pelaksanaan studi pustaka                                   | Mahasiswa melakukan paling tidak studi kritis pustaka dua artikel ilmiah.                             | SH Ch. 6           |
| 13  | Pelaksanaan studi pustaka                                       | Pelaksanaan studi pustaka                                   | Mahasiswa melakukan paling tidak studi kritis pustaka dua artikel ilmiah.                             | SH Ch. 7           |
| 14  | Pelaksanaan studi pustaka                                       | Pelaksanaan studi pustaka                                   | Mahasiswa melakukan paling tidak studi kritis pustaka dua artikel ilmiah.                             | AH Ch. 8           |
| 15  | Pelaksanaan studi pustaka                                       | Pelaksanaan studi pustaka                                   | Mahasiswa melakukan paling tidak studi kritis pustaka dua artikel ilmiah.                             |                    |
| 16  | Laporan Akhir                                                   | Laporan Akhir                                               | Mahasiswa menyampaikan laporan akhir kelas dalam bentuk Proposal Riset.                               |                    |

## 8. Keuangan Perusahaan Lanjut (MB5203)

|                                   |                                                                                                                                                                                                                                                                 |                           |                                                                 |                             |
|-----------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------|-----------------------------------------------------------------|-----------------------------|
| <b>KodeMatakuliah:</b><br>MB 5203 | <b>BobotSKS:</b><br>3 SKS                                                                                                                                                                                                                                       | <b>Semester:</b><br>Genap | <b>KK / Unit PenanggungJawab:</b><br>Risiko Bisnis dan Keuangan | <b>Sifat:Wajib</b><br>Wajib |
| <b>NamaMata Kuliah</b>            | KeuanganKorporasiLanjut                                                                                                                                                                                                                                         |                           |                                                                 |                             |
|                                   | Advanced Corporate Finance                                                                                                                                                                                                                                      |                           |                                                                 |                             |
| <b>SilabusRingkas</b>             | Kuliahkeuangankorporasilanjutini membahas teoridan empiris keuangankorporasilanjut. Tujuan dari program ini adalah untuk mempelajari pengambilan keputusan bidang utama keuangan dan manajerial berkaitan dengan kebijakan investasi dan pembiayaan perusahaan. |                           |                                                                 |                             |
|                                   | Advanced corporate finance course covers theoretical and empirical aspect of advance corporate finance. The objective of the course is to learn about how decision making process related with investment and financing activities conducted in a corporation.  |                           |                                                                 |                             |

|                                                                                                                                                                                                                                |                                                          |                            |
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| <b>Bidang Akademik dan Kemahasiswaan ITB</b>                                                                                                                                                                                   | <b>Kur2013-Program Studi</b><br>Magister Sains Manajemen | <b>Halaman 15 dari 100</b> |
| Template Dokumen ini adalah milik Direktorat Pendidikan - ITB<br>Dokumen ini adalah milik Program Studi Magister Sains Manajemen ITB.<br>Dilarang untuk me-reproduksi dokumen ini tanpa diketahui oleh Dirdik-ITB dan SBM-ITB. |                                                          |                            |

|                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |           |
|---------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|
| <b>Silabus Lengkap</b>    | Kuliah ini berfungsi sebagai pelengkap dan suplemen untuk kuliah Pemodelan Finansial, Ekonomi, dan Analisa Laporan Keuangan. Kuliah tersebut termasuk mempelajari leasing, merger dan akuisisi, reorganisasi perusahaan, perencanaan keuangan, manajemen modal kerja, manajemen keuangan internasional, dan beberapa topik pilihan lain. Kuliah ini juga membahas pengambilan keputusan investasi di bawah ketidakpastian, biaya modal, struktur modal, harga instrument keuangan tertentu serta kebijakan dividen.                                         |           |
|                           | <i>Advanced Corporate Finance course act as a complement and supplement of Financial Modeling, Economics, and Financial Statement Analysis courses. This course would covers topics such as leasing, merger &amp; Acquisition, corporate restructuring, financial planning, working capital management, international financial management, and other selected topics. This course would also covers decision making related topics such as investment decision under uncertainty, cost of capital, financial instruments pricing, and dividend policy.</i> |           |
| <b>Luaran (Outcomes)</b>  | Mahasiswa diharapkan dapat memberikan masukan yang tepat berdasarkan data-data empiris keuangan yang dianalisa dan dapat digunakan untuk membuat keputusan.                                                                                                                                                                                                                                                                                                                                                                                                 |           |
| <b>Matakuliah Terkait</b> | Analisis Laporan Keuangan                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Prasyarat |
|                           | -                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | -         |
| <b>Kegiatan Penunjang</b> | Perkuliahan<br>Praktikum<br>Studi Kasus<br>Kunjungan Perusahaan                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |           |
| <b>Pustaka</b>            | (BMA) R. Brealey, S. Myers, and F. Allen, <i>Principles of Corporate Finance</i> , 9th edition, McGraw Hill, 2008                                                                                                                                                                                                                                                                                                                                                                                                                                           |           |
|                           | (BS) Beningga, Simon. <i>Financial Model</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |           |
|                           | Studi Kasus HBR / Lokal                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |           |
| <b>Panduan Penilaian</b>  | Analisa Studi Kasus 40 poin (8 studi kasus masing-masing 5 poin)<br>Presentasi Kasus: 10 poin<br>Ujian Tengah Semester: 20 poin<br>Ujian Akhir Semester: 30 poin                                                                                                                                                                                                                                                                                                                                                                                            |           |
| <b>Catatan Tambahan</b>   | -                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |           |

| <b>Mg #</b> | <b>Topik</b>                  | <b>Sub Topik</b>                                                                                                         | <b>Capaian Belajar Mahasiswa</b>                                                                                                                          | <b>Sumber Materi</b>                                                                                              |
|-------------|-------------------------------|--------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------|
| 1           | Analisis Kelayakan Investasi  | <ul style="list-style-type: none"> <li>Free Cash Flow</li> <li>Capital Budgeting</li> </ul>                              | Memahami arus kas dan membuat anggaran CAPEX korporasi.                                                                                                   | BMA (Bab 2.1-2.2, 6.1, 7.1-7.2) Benninga & Sarig (Bab 2)                                                          |
| 2           | Risiko dan Imbal Hasil        | <ul style="list-style-type: none"> <li>Konsep Risiko</li> <li>Konsep Imbal Hasil</li> <li>Konsep CAPM</li> </ul>         | Memahami dan mampu menganalisis risiko investasi dan mampu membuat model untuk CAPM.                                                                      | BMA (Bab 9.2-9.3, 10.1-10.2)                                                                                      |
| 3           | Biaya Modal Perusahaan        | <ul style="list-style-type: none"> <li>Biaya Hutang</li> <li>Biaya Saham Preferens</li> <li>Biaya Saham Biasa</li> </ul> | Memahami dan mampu untuk menentukan biaya modal untuk korporasi serta menganalisis studi kasus dan memahami apa yang terjadi dengan kasus yang dianalisa. | BMA (Bab 20.1-20.3)<br>HBS #289-047<br>Case #1:<br><i>Marriot: Cost of Capital</i>                                |
| 4           | Valuasi Perusahaan 1          | <ul style="list-style-type: none"> <li>Menilai Arus Kas Relevan</li> <li>Nilai Waktu Uang</li> </ul>                     | Mampu dan menganalisis nilai perusahaan.                                                                                                                  | BMA (Bab 13.2 & 20.4-20.5) Lowenstein, "Rethinking Latest Economic Elixir" (BP) Benninga & Sarig, pp. 305-19 (BP) |
| 5           | Valuasi Perusahaan 2          | <ul style="list-style-type: none"> <li>Studi kasus valuasi perusahaan</li> </ul>                                         | Menganalisis studi kasus dan memahami apa yang terjadi dengan kasus yang dianalisa.                                                                       | HBS #281-054<br>Case #2:<br><i>Harris Seafoods, Inc.</i>                                                          |
| 6           | Sewa                          | <ul style="list-style-type: none"> <li>Sewa Modal</li> <li>Sewa Operasional</li> </ul>                                   | Memahami cara perusahaan membiayai investasinya                                                                                                           | BMA; 26                                                                                                           |
| 7           | Transaksi Berpengungkit       | <ul style="list-style-type: none"> <li>Pengaruh hutang dalam struktur modal</li> </ul>                                   | Memahami cara perusahaan membiayai investasi dengan biaya modal yang paling murah untuk perusahaan                                                        | BMA; 33.1<br>Inselbag and Kaufold (BP)<br>Shleifer and Vishny (BP)                                                |
| 8           | Ujian Tengah Semester         |                                                                                                                          |                                                                                                                                                           |                                                                                                                   |
| 9           | Struktur Modal Perusahaan 1   | <ul style="list-style-type: none"> <li>Ekuitas</li> <li>Hutang</li> </ul>                                                | Menganalisis studi kasus dan memahami apa yang terjadi dengan kasus yang dianalisa                                                                        | HBS #287-029<br>Case #3:<br><i>Congoleum Corporation</i>                                                          |
| 10          | Struktur Modal Perusahaan 2   | <ul style="list-style-type: none"> <li>Struktur Modal Optimal</li> </ul>                                                 | Memahami struktur modal perusahaan yang baik dan yang jelek<br>Menganalisis studi kasus dan memahami apa yang terjadi dengan kasus yang dianalisa         | BMA; 18-19, 24 & 33.4<br>Gifford (BP)<br>HBS #283-065<br>Case #4:<br><i>American Home Products</i>                |
| 11          | Raising Capital, VC, and IPOs | <ul style="list-style-type: none"> <li>Modal ventura</li> <li>Penawaran Saham Perdana</li> </ul>                         | Memahami pendanaan modal perusahaan dengan venture capital, dan IPO                                                                                       | BMA; 18-19, 24 & 33.4<br>Gifford (BP)                                                                             |
| 12          | Studi Kasus                   | <ul style="list-style-type: none"> <li>Studi kasus komprehensif mengenai struktur modal</li> </ul>                       | Menganalisis studi kasus dan memahami apa yang terjadi dengan kasus yang dianalisa                                                                        | HBS #289-056<br>Case #5:<br><i>RJR Nabisco</i>                                                                    |
| 13          | Mezantine Capital             | <ul style="list-style-type: none"> <li>Convertibles</li> <li>Options</li> </ul>                                          | Menganalisis studi kasus dan memahami apa yang terjadi dengan kasus yang dianalisa                                                                        | BMA; 21-23<br>Jen, Choi, and Lee (BP)<br>HBS #294-083                                                             |

**Bidang Akademik dan Kemahasiswaan ITB**

**Kur2013-Program Studi  
Magister Sains Manajemen**

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|    |                            |                                                                                                                  |                                                                                  |                                                                                                                                            |
|----|----------------------------|------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------|
|    |                            | <ul style="list-style-type: none"> <li>• Warrants</li> </ul>                                                     |                                                                                  | Case #6:<br>Aberlyn Capital Mngt.                                                                                                          |
| 14 | Restrukturisasi Perusahaan | <ul style="list-style-type: none"> <li>• Merger</li> <li>• Akuisisi</li> </ul>                                   | Memahamipilihanperusahaandalambe rinvestasidancaramemperbesar asset perusahaan   | BMA; 32<br>Lowenstein, "Why All Takeovers Aren't Created Equal" (BP)<br>Jensen, 1986 (BP)                                                  |
| 15 | Studi Kasus                | <ul style="list-style-type: none"> <li>• Studi kasus komprehensif mengenai restrukturisasi perusahaan</li> </ul> | Menganalisastudikasusdanmemahami apa yang terjadidengankasus yang yang dianalisa | HBS #298-006<br>HBS #298-095<br>Case #7<br>Acquisition of Consolidated Rail Corporation A and B<br>Case #8:<br>Kemecott Copper Corporation |
| 16 | Ujian Akhir Semester       |                                                                                                                  |                                                                                  |                                                                                                                                            |

## 9. Investasi dan Teori Portofolio (MB5204)

|                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                           |                                                                  |                        |
|------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------|------------------------------------------------------------------|------------------------|
| <b>Kode Matakuliah:</b><br>MB 5204 | <b>Bobot sks:</b><br>3 SKS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | <b>Semester:</b><br>Genap | <b>KK / Unit Penanggung Jawab:</b><br>Risiko Bisnis dan Keuangan | <b>Sifat:</b><br>Wajib |
| <b>Nama Matakuliah</b>             | Teori Investasi dan Portofolio<br><i>Investment and Portfolio Theory</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                           |                                                                  |                        |
| <b>Silabus Ringkas</b>             | Kuliah ini didesain untuk membekali mahasiswa dengan prinsip dasar dalam teori investasi dan portofolio. Kuliah ini meliputi pembahasan-pembahasan mengenai strategi investasi optimum dalam lingkungan yang statis dan dinamis.<br><i>This course is designed to provide students with basic principles of investment and portfolio theory. The course also covers optimal investment strategy for which attention is given to static and dynamic environment.</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                           |                                                                  |                        |
| <b>Silabus Lengkap</b>             | Investasi dalam lingkungan yang dinamis didiskusikan baik dalam bentuk waktu tertentu maupun waktu yang kontinyu. Terkait dengan portofolio aset, pembahasan akan meliputi aset berupa saham, obligasi, dan derivatif. Teknik optimasi juga akan dibahas dalam perkuliahan untuk memecahkan persoalan terkait dengan optimasi portofolio baik dalam lingkungan statis maupun dinamis. Tujuan utama dari kuliah ini adalah untuk membekali mahasiswa dengan tiga elemen utama, yaitu alat / metode analisis, keterampilan kuantitatif dan komputasi, serta pengetahuan empiris.<br><i>The dynamic investment is discussed both in discrete time and continuous time. As for the portfolio assets we consider stocks, bonds and derivatives. Optimization techniques will also be discussed throughout the course which will be later used to solve portfolio optimization problem in static and dynamic environment. The main objective of this class is to teach students these three elements: Analytical Tools, Quantitative and Computational Skills, and Empirical Knowledge.</i> |                           |                                                                  |                        |
| <b>Luaran (Outcomes)</b>           | <ul style="list-style-type: none"> <li>• Mahasiswa memahami prinsip dasar dalam teori investasi dan portofolio</li> <li>• Mempertajam kemampuan analisis dalam memformulasikan persoalan keuangan.</li> <li>• Memperkenalkan metode analisis kuantitatif dan metode komputasi untuk memecahkan persoalan keuangan, baik secara teoritis maupun komputasi.</li> <li>• Menyiapkan mahasiswa untuk melakukan riset dalam bidang keuangan secara umum.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                           |                                                                  |                        |
| <b>Matakuliah Terkait</b>          | Konsep dan Pemikiran Ekonomi dalam Manajemen                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Prasyarat                 |                                                                  |                        |
|                                    | Pemodelan dalam Manajemen Keuangan                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Prasyarat                 |                                                                  |                        |
| <b>Kegiatan Penunjang</b>          | <ul style="list-style-type: none"> <li>• Perkuliahan</li> <li>• Diskusi dan Presentasi</li> <li>• Tugas</li> <li>• Tugas Makalah</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                           |                                                                  |                        |
| <b>Pustaka</b>                     | 4. (DL) D. Luenberger, Investment Science, Oxford University Press, 1998.<br>5. (MP) M. Parlar, Interactive Operations Research with Maple: Methods and Models, Birkhauser, 2000.<br>6. (TJ) T. Bjork. Arbitrage Theory in Continuous Time<br>7. (DAK) D. A. Kendrick, Stochastic Control for Economic Models, McGraw-Hill, 2002.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                           |                                                                  |                        |
| <b>Panduan Penilaian</b>           | 5. Ujian Tengah Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | (30%)                     |                                                                  |                        |
|                                    | 6. Ujian Akhir Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | (30%)                     |                                                                  |                        |
|                                    | 7. Kuis dan Tugas                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | (20%)                     |                                                                  |                        |
|                                    | 8. Proyek Akhir                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | (20%)                     |                                                                  |                        |
| <b>Catatan Tambahan</b>            | -                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                           |                                                                  |                        |

| Mg# | Topik     | Sub Topik                                                                                                                                                                     | Capaian Belajar Mahasiswa                                                                     | Sumber Materi |
|-----|-----------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------|---------------|
| 1   | Pengantar | <ul style="list-style-type: none"> <li>• Pembukaan dan penjelasan mengenai perkuliahan</li> <li>• Imbal balik aset dan portofolio</li> <li>• Definisi dan konvensi</li> </ul> | Memahami konsep imbal balik aset dan portofolio serta tujuan perkuliahan yang akan dilakukan. | -             |

**Bidang Akademik dan Kemahasiswaan ITB**

**Kur2013-Program Studi  
Magister Sains Manajemen**

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Dilarang untuk me-reproduksi dokumen ini tanpa diketahui oleh Dirdik-ITB dan SBM-ITB.

|    |                                       |                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                       |                           |
|----|---------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------|
|    |                                       | yang digunakan                                                                                                                                                                                                                                     |                                                                                                                                                                                                                                       |                           |
| 2  | Pemodelan Aset Dinamis                | <ul style="list-style-type: none"> <li>• Model <i>Binomial Lattice</i></li> <li>• <i>Random Walk</i> dan <i>Brownian Motion</i></li> <li>• Proses harga saham</li> <li>• Persamaan diferensial stokastik</li> <li>• Kalkulus Ito</li> </ul>        | Memahami model <i>binomial lattice</i> , <i>random walk</i> , <i>Brownian motion</i> , proses harga saham, persamaan diferensial stokastik, serta kalkulus Ito.                                                                       | DL (Bab 11)               |
| 3  | Optimasi Waktu Tertentu               | <ul style="list-style-type: none"> <li>• <i>Lagrange Multiplier</i></li> <li>• Pemrograman dinamis</li> <li>• Optimasi dengan menggunakan MAPLE</li> </ul>                                                                                         | Memahami konsep <i>lagrange multiplier</i> serta memiliki keterampilan dalam melakukan pemrograman dinamis serta optimasi dengan menggunakan MAPLE.                                                                                   | MP (Bab 6)                |
| 4  | Optimasi Waktu Kontinyu               | <ul style="list-style-type: none"> <li>• Pemrograman stokastik dinamis</li> <li>• Persamaan Hamilton-Jacobi-Bellman</li> <li>• Contoh praktis dalam portofolio</li> </ul>                                                                          | Memahami persamaan Hamilton-Jacobi-Bellman serta memiliki keterampilan dalam melakukan pemrograman stokastik dinamis.                                                                                                                 | MP (Bab 6)<br>TB (Bab 19) |
| 5  | Teori Portofolio <i>Mean-Variance</i> | <ul style="list-style-type: none"> <li>• <i>Portfolio Mean and Variance</i></li> <li>• <i>The Markowitz Model</i></li> <li>• <i>The Inclusion of Risk-Free Asset</i></li> <li>• <i>Efficient-Frontier</i></li> </ul>                               | Memiliki pemahaman mengenai <i>Portfolio Mean and Variance</i> , <i>The Markowitz Model</i> , <i>The Inclusion of Risk-Free Asset</i> , dan <i>Efficient-Frontier</i>                                                                 | DL (Bab 6)                |
| 6  | CAPM                                  | <ul style="list-style-type: none"> <li>• Kurva pasar modal</li> <li>• Model penentuan harga</li> <li>• <i>The Security Market Line</i></li> <li>• Implikasi investasi</li> <li>• Evaluasi kinerja</li> <li>• CAPM sebagai penentu harga</li> </ul> | Memiliki pemahaman mengenai kurva pasar modal, model penentuan harga, <i>security market line</i> , implikasi dari investasi yang dilakukan serta mampu menilai kinerja investasi dan keputusan berinvestasi berdasarkan konsep CAPM. | DL (Bab 7)                |
| 7  | Presentasi Makalah                    |                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                       |                           |
| 8  | Ujian Tengah Semester                 |                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                       |                           |
| 9  | Evaluasi Umum Investasi               | <ul style="list-style-type: none"> <li>• Penentuan harga dengan risiko netral</li> <li>• Penentuan harga dalam waktu tertentu</li> <li>• Evaluasi kontinyu</li> </ul>                                                                              | Memiliki pemahaman mengenai penentuan harga dengan risiko netral, penentuan harga dalam waktu tertentu, dan evaluasi kontinyu.                                                                                                        | DL (Bab 16)               |
| 10 | Prinsip Dasar Portofolio              | <ul style="list-style-type: none"> <li>• Fungsi utilitas</li> <li>• Menghindari risiko</li> <li>• Fungsi utilitas dan kriteria <i>mean-variance</i></li> <li>• Pemilihan portofolio optimum</li> </ul>                                             | Memahami fungsi utilitas, konsep menghindari risiko, fungsi utilitas dan kriteria <i>mean-variance</i> , dan pemilihan portofolio optimum.                                                                                            | DL (Bab 9)                |
| 11 | Pertumbuhan Portofolio                | <ul style="list-style-type: none"> <li>• Pendekatan <i>log utility</i> untuk pertumbuhan</li> <li>• Aspek-aspek dalam strategi <i>log optimal</i></li> <li>• Pertumbuhan kontinyu</li> </ul>                                                       | Memahami pendekatan <i>log utility</i> untuk pertumbuhan, aspek-aspek dalam strategi <i>log optimal</i> serta pertumbuhan kontinyu.                                                                                                   | DL                        |
| 12 | Portofolio Dinamis                    | <ul style="list-style-type: none"> <li>• Portofolio dinamis waktu tertentu</li> <li>• Portofolio dinamis waktu kontinyu</li> </ul>                                                                                                                 | Memahami konsep portofolio dinamis waktu tertentu dan waktu kontinyu.                                                                                                                                                                 | TB (Bab 6)                |

|    |                                                    |                                                                                                                                              |                                                                              |             |
|----|----------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------|-------------|
| 13 | Alokasi Aset Dinamis                               | <ul style="list-style-type: none"> <li>Alokasi aset dinamis pada waktu tertentu</li> <li>Alokasi aset dinamis pada waktu kontinyu</li> </ul> | Memahami konsep alokasi aset dinamis pada waktu tertentu dan waktu kontinyu. | TB (Bab 19) |
| 14 | Kesimpulan dan Diskusi terkait dengan Proyek Akhir | <ul style="list-style-type: none"> <li>Kesimpulan menyeluruh</li> </ul>                                                                      | -                                                                            | -           |
| 15 | Presentasi Proyek Akhir                            |                                                                                                                                              |                                                                              |             |
| 16 | Ujian Akhir Semester                               |                                                                                                                                              |                                                                              |             |

## 10. Pendapatan Tetap (MB5205)

|                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                           |                                                                  |                        |
|------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------|------------------------------------------------------------------|------------------------|
| <b>Kode Matakuliah:</b><br>MB 5205 | <b>Bobot sks:</b><br>3 SKS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | <b>Semester:</b><br>Genap | <b>KK / Unit Penanggung Jawab:</b><br>Risiko Bisnis dan Keuangan | <b>Sifat:</b><br>Wajib |
| <b>Nama Matakuliah</b>             | Pendapatan Tetap                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                           |                                                                  |                        |
|                                    | <i>Fixed Income</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                           |                                                                  |                        |
| <b>Silabus Ringkas</b>             | Kuliah ini didesain untuk membekali mahasiswa dengan prinsip dasar dalam pendapatan tetap. Kuliah ini meliputi pembahasan-pembahasan mengenai pemodelan pendapatan tetap dalam waktu tertentu dan waktu kontinyu.                                                                                                                                                                                                                                                                                                                                           |                           |                                                                  |                        |
|                                    | <i>This course is designed to provide students with basic principles of fixed income. The course comprises two parts: fixed income modeling in discrete and continuous time.</i>                                                                                                                                                                                                                                                                                                                                                                            |                           |                                                                  |                        |
| <b>Silabus Lengkap</b>             | Pendapatan tetap akan dibahas dalam dimensi waktu tertentu dan kontinyu. Topik-topik yang meliputi analisis pendapatan tetap, struktur suku bunga, dan penilaian obligasi akan dilakukan secara mendetail. Kuliah ini akan meliputi teknik-teknik komputasi dalam berbagai kasus dimana penilaian harga harus dilakukan pada saat tidak ada formula yang tersedia. Tujuan utama dari kuliah ini adalah untuk membekali mahasiswa dengan tiga elemen utama, yaitu alat / metode analisis, keterampilan kuantitatif dan komputasi, serta pengetahuan empiris. |                           |                                                                  |                        |
|                                    | <i>The fixed income topic is discussed both in discrete time and continuous time. Such topics as fixed income analysis, term structure of interest rate, and bond pricing are discussed in details. The course covers computation techniques as in many cases the pricing formulae is not available. The main objective of this class is to teach students these three elements: Analytical Tools, Quantitative and Computational Skills, and Empirical Knowledge.</i>                                                                                      |                           |                                                                  |                        |
| <b>Luaran (Outcomes)</b>           | <ul style="list-style-type: none"> <li>Mahasiswa memahami prinsip dasar pemodelan pendapatan tetap.</li> <li>Mempertajam kemampuan analitis dalam mengevaluasi dan menilai harga produk pendapatan tetap.</li> <li>Memperkenalkan metode analisis kuantitatif dan metode komputasi untuk memecahkan persoalan penentuan harga pendapatan tetap, baik secara teoritis maupun komputasi.</li> <li>Menyiapkan mahasiswa untuk melakukan riset dalam bidang keuangan secara umum.</li> </ul>                                                                    |                           |                                                                  |                        |
| <b>Matakuliah Terkait</b>          | Pemodelan dalam Manajemen Keuangan                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Prasyarat                 |                                                                  |                        |
|                                    | -                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | -                         |                                                                  |                        |
| <b>Kegiatan Penunjang</b>          | <ul style="list-style-type: none"> <li>Perkuliahan</li> <li>Diskusi dan Presentasi</li> <li>Tugas</li> <li>Tugas Makalah</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                         |                           |                                                                  |                        |
| <b>Pustaka</b>                     | 8. (DL) D. Luenberger, Investment Science, Oxford University Press, 1998.<br>9. (JH) J. Hull, Options, Futures, and other Derivatives 4th edition, Prentice Hall, 2000<br>10.(CLM) J. Y. Campbell, A. W. Lo, A. C. MacKinlay, The Econometrics of Financial Markets, Princeton University Press, 1997.<br>11.(TB) T. Bjork. Arbitrage Theory in Continuous Time<br>12.(W) Wilmott, et al. Option Pricing: Mathematical Models and Computation, 1994                                                                                                         |                           |                                                                  |                        |
| <b>Panduan Penilaian</b>           | 9. Ujian Tengah Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | (30%)                     |                                                                  |                        |
|                                    | 10. Ujian Akhir Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | (30%)                     |                                                                  |                        |
|                                    | 11. Kuis dan Tugas                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | (20%)                     |                                                                  |                        |
|                                    | 12. Proyek Akhir                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | (20%)                     |                                                                  |                        |
| <b>Catatan Tambahan</b>            | -                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                           |                                                                  |                        |

| Mg#                                                                                                                                                                                                                            | Topik                   | Sub Topik                                                                                                                                     | Capaian Belajar Mahasiswa                                                                                              | Sumber Materi              |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------|----------------------------|
| 1                                                                                                                                                                                                                              | Pengantar               | <ul style="list-style-type: none"> <li>Pembukaan dan penjelasan mengenai perkuliahan</li> <li>Definisi dan konvensi yang digunakan</li> </ul> | Memahami tujuan perkuliahan serta berbagai istilah dan definisi yang akan dipergunakan selama perkuliahan berlangsung. | -                          |
| 2                                                                                                                                                                                                                              | Konsep Pendapatan Tetap | <ul style="list-style-type: none"> <li>Teori dasar suku bunga</li> <li>Durasi dan konveksitas</li> </ul>                                      | Memahami konsep dasar suku bunga, durasi, dan konveksitas serta memiliki keterampilan dalam melakukan lindung nilai    | CLM (Bab 10)               |
| <b>Bidang Akademik dan Kemahasiswaan ITB</b>                                                                                                                                                                                   |                         |                                                                                                                                               | <b>Kur2013-Program Studi Magister Sains Manajemen</b>                                                                  | <b>Halaman 19 dari 100</b> |
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|    |                                                    |                                                                                                                                                                                         |                                                                                                                                     |              |
|----|----------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------|--------------|
|    |                                                    | <ul style="list-style-type: none"> <li>Strategi lindung nilai berbasis durasi</li> </ul>                                                                                                | portofolio pendapatan tetap dengan menggunakan konsep durasi.                                                                       |              |
| 3  | Analisis Suku Bunga Terapan                        | <ul style="list-style-type: none"> <li>Capital Budgeting</li> <li>Portofolio optimum</li> <li>Proses arus kas dinamis</li> <li>Manajemen optimum</li> <li>Valuasi perusahaan</li> </ul> | Memahami keputusan pemilihan investasi, portofolio optimum, proses arus kas dinamis, manajemen optimum, serta valuasi perusahaan.   | DL (Bab 5)   |
| 4  | Obligasi dan Suku Bunga                            | <ul style="list-style-type: none"> <li>Obligasi tanpa kupon</li> <li>Kupon obligasi, swap, dan yield</li> </ul>                                                                         | Memahami bentuk produk pendapatan tetap berupa obligasi tanpa kupon dan memahami fungsi kupon obligasi, swap, dan yield.            | TB (Bab 22)  |
| 5  | Struktur Suku Bunga dalam Dimensi Waktu Tertentu   | <ul style="list-style-type: none"> <li>Yield- to-maturity dan forward rates</li> <li>Model struktur suku bunga</li> </ul>                                                               | Memahami konsep Yield- to-maturity dan forward rates serta model struktur suku bunga.                                               | CLM (Bab 11) |
| 6  | Struktur Suku Bunga dalam Dimensi Waktu Kontinyu   | <ul style="list-style-type: none"> <li>Keumuman</li> <li>Model-model dasar</li> <li>Persamaan struktur suku bunga</li> </ul>                                                            | Memahami model-model dasar dan persamaan struktur suku bunga dalam dimensi waktu kontinyu.                                          | TB (Bab 23)  |
| 7  | Presentasi Makalah                                 |                                                                                                                                                                                         |                                                                                                                                     |              |
| 8  | Ujian Tengah Semester                              |                                                                                                                                                                                         |                                                                                                                                     |              |
| 9  | Model Martingale untuk Menentukan Short Rate       | <ul style="list-style-type: none"> <li>Risk-Neutral Dynamics</li> <li>Inversion of the Yield Curve</li> <li>Affine Term Structure</li> <li>Model-model dasar</li> </ul>                 | Memahami konsep dan model-model dasar dalam menentukan short rate.                                                                  | TB (Bab 24)  |
| 10 | Model Forward Rate                                 | <ul style="list-style-type: none"> <li>Kerangka pikir Heat-Jarrow-Morton</li> </ul>                                                                                                     | Memahami kerangka pikir Heat-Jarrow-Morton dalam konteks forward rate.                                                              | TB (Bab 12)  |
| 11 | Change of Numeraire                                | <ul style="list-style-type: none"> <li>Keumuman</li> <li>Changing the Numeraire</li> <li>Pengukuran Forward</li> <li>Caps dan Floors</li> </ul>                                         | Memahami konsep Changing the Numeraire dalam pengukuran forward serta caps dan floors.                                              | TB (Bab 26)  |
| 12 | LIBOR dan Model Pasar Swap                         | <ul style="list-style-type: none"> <li>Caps: definisi dan praktik pasar</li> <li>Model pasar LIBOR</li> <li>Swaps: definisi dan praktik pasar</li> <li>Model pasar swap</li> </ul>      | Memahami mekanisme LIBOR serta praktik swap dalam pasar untuk mengatasi perbedaan arus kas yang bersifat tetap maupun berubah-ubah. | TB (Bab 27)  |
| 13 | Forward dan Futures                                | <ul style="list-style-type: none"> <li>Kontrak forward</li> <li>Kontrak futures</li> </ul>                                                                                              | Memahami konsep dasar terkait dengan kontrak derivatif forward dan futures.                                                         | TB (Bab 29)  |
| 14 | Kesimpulan dan Diskusi terkait dengan Proyek Akhir | <ul style="list-style-type: none"> <li>Kesimpulan menyeluruh</li> </ul>                                                                                                                 | -                                                                                                                                   | -            |
| 15 | Presentasi Proyek Akhir                            |                                                                                                                                                                                         |                                                                                                                                     |              |
| 16 | Ujian Akhir Semester                               |                                                                                                                                                                                         |                                                                                                                                     |              |

## 11. Statistika Deret Waktu (MB5206)

|                                   |                                                                                                                                                                                     |                          |                                                                         |                                        |
|-----------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|-------------------------------------------------------------------------|----------------------------------------|
| <b>Kode Matakuliah:</b><br>MB5201 | <b>Bobot sks:</b><br>3 SKS                                                                                                                                                          | <b>Semester:</b><br>I/II | <b>KK / Unit Penanggung Jawab:</b><br>Sub KK Business Risks and Finance | <b>Sifat:</b><br>Pilihan, MSM Keuangan |
| <b>Nama Matakuliah</b>            | Statistika Deret Waktu                                                                                                                                                              |                          |                                                                         |                                        |
|                                   | Time Series Analysis                                                                                                                                                                |                          |                                                                         |                                        |
| <b>Silabus Ringkas</b>            | The aim of the course is to present important concepts of time series analysis (Stationarity of stochastic processes, ARIMA models, spectral analysis, state space modelling etc.). |                          |                                                                         |                                        |

|                                                                                                                                                                                                                                |                                                       |                            |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------|----------------------------|
| <b>Bidang Akademik dan Kemahasiswaan ITB</b>                                                                                                                                                                                   | <b>Kur2013-Program Studi Magister Sains Manajemen</b> | <b>Halaman 20 dari 100</b> |
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|                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |           |
|---------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|
|                           | <p>Tujuan dari kelas ini untuk membahas konsep penting pada Statistika Deret Waktu. Termasuk didalamnya tentang startionatit dari suatu proses stokastik, mode ARIMA, analisis spektral, dan pemodelan spasial.</p> <p>iii.<br/>iv.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |           |
| <i>Silabus Lengkap</i>    | <p>Kelas ini merupakan perpaduan antara teori dan penerapan praktis metode statistika deret waktu. Penjelasan tentang teori ststistika deret ukur akan di fokuskan pada deret waktu stasionerm dan analisis teknik yang mendukungnya dari perspektif domain waktu dan frekuensi. Selain teori, penjelasan penerapan akan dilakukan dengan menggunakan data empiris dan di fokuskan untuk menganalisis spesifikasi dan estimasi data.</p> <p>v.</p> <p>The course is a mixture of theory and practical applications of time series methods. The theoretical material (presented mainly in the lecture) focuses upon properties of stationary time series and their analysis in the time and frequency domain. In the tutorial, problems of specification and estimation of time series are treated. We use econometric packages (EViews) and the programming language GAUSS for empirical applications</p> |           |
|                           | <p>Mahasiswa diharapkan untuk</p> <ul style="list-style-type: none"> <li>• Mampu memahami konsep dasar statistika deret waktu</li> <li>• Memahami konsep ARMA dan ARIMA</li> <li>• Memahami konsep ARCH dan GARCH</li> <li>• Mampu dan trampil dalam menerapkan konsep statiska deret waktu dalam topik keuangan</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |           |
| <i>Matakuliah Terkait</i> | Pemodelan dalam Manajemen                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Prasyarat |
|                           | Riset Metodologi 1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Prasyarat |
| <i>Kegiatan Penunjang</i> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |           |
| <i>Pustaka</i>            | 1. James Hamilton (1994), (JH) Time Series Analysis. Princeton University Press (Buku                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |           |
|                           | 2. Andrew Harvey (1993), (AH) Time Series Models. MIT Press                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |           |
|                           | 3. Robert Shumway/David Stoffer (2011), (SS) Time Series Analysis and its Applications. Springer                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |           |
| <i>Panduan Penilaian</i>  | <ol style="list-style-type: none"> <li>1. Class discussions and Assignments ( 20 %)</li> <li>2. Mid Term Exam ( 20 %)</li> <li>3. Final Exam ( 20 %)</li> <li>4. Paper Project ( 40 %)</li> </ol>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |           |
| <i>Catatan Tambahan</i>   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |           |

| Mg#                          | Topik                                                     | Sub Topik                                                | Capaian Belajar Mahasiswa                                                                                       | Sumber Materi      |
|------------------------------|-----------------------------------------------------------|----------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------|--------------------|
| 1                            | Pengantar Ststistika Deret Waktu                          | Kondisi dan Asumsi yang digunakan statistika deret waktu | Memahami kondisi apa saja yang diperlukan untuk menerapkan analisis ststistika deret waktu                      | Syllabus JH Ch.1-2 |
| 2                            | Model Ststistika Deret Waktu                              | Model Statistika Deret Waktu                             | Memahami model utama yang digunakan pada statististika deret waktu                                              | JH Ch 3-4          |
| 3                            | ARIMA Model 1                                             | Memahami ARIMA bagian Auto Regressive                    | Memahami konsep model ARIMA dari sisi Auto regressive                                                           | AH Ch. 4 - 5       |
| 4                            | ARIMA Model 2                                             | Memahami ARIMA bagian Auto Moving Average                | Memahami konsep model ARIMA dari sisi Moving Average                                                            | AH Ch, 4 – 5       |
| 5                            | Teknik dan Metode Filter Penting dalam Keuangan Ekonomi 1 | Kalman Filter                                            | Memahami Teknik Filter dalam analisis Statistika Deret Ukur                                                     | JH Ch. 5           |
| 6                            | Teknik dan Metode Filter Penting dalam Keuangan Ekonomi 2 | Teknik Smoothing                                         | Memahami Teknik Smoothing dalam analisis Statistika Deret Statistika                                            | JH Ch.6            |
| 7                            | Elemen Variabel Banyak dalam Statistika Deret Waktu       | Multivariabel dalam Statistik Deret Waktu                | Memahami Teknik Statistika Deret Waktu untuk menganalisis Multivariabel.                                        | AH Ch. 6           |
| <b>UJIAN TENGAH SEMESTER</b> |                                                           |                                                          |                                                                                                                 |                    |
| 9                            | Cointegration dan Model Autoregressive                    | Cointegration Auto Regressive                            | Memahami konsep cointegrasi dan autoregressive dalam satististika deret ukur                                    | AH Ch. 7           |
| 10                           | ARCH Model 1                                              | Pengantar Model ARCH Asumsi dan Kondisi                  | Memahami asumsi dasar dan kondisi yang dibutuhkan untuk menerapkan model ARCH                                   | AH Ch. 8           |
| 11                           | ARCH Model 2                                              | Model ARCH Penggunaan Model ARCH pada data emipris       | Memahami dan trampil menggunakan model ARCH untu menganalisis data empiris deret waktu                          | SS Ch. 5           |
| 12                           | GARCH Model 1                                             | Pengantar Model GARCH Asumsi dan Kondisi                 | Memahami dan trampil menggunakan model GARCH untu menganalisis data empiris deret waktu                         | SH Ch. 6           |
| 13                           | <b>3.</b><br>GARCH Model 2                                | Model ARCH Penggunaan Model ARCH pada data emipris       | Memahami keperilakuan keuangan yang terjadi dalam pengambilan keputusan keuangan dalam ruang lingkup perusahaan | SH Ch. 7           |

|                                                                                                                                                                                                                                           |                                                       |                            |
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| <b>Bidang Akademik dan Kemahasiswaan ITB</b>                                                                                                                                                                                              | <b>Kur2013-Program Studi Magister Sains Manajemen</b> | <b>Halaman 21 dari 100</b> |
| <p>Template Dokumen ini adalah milik Direktorat Pendidikan - ITB<br/> Dokumen ini adalah milik Program Studi Magister Sains Manajemen ITB.<br/> Dilarang untuk me-reproduksi dokumen ini tanpa diketahui oleh Dirdik-ITB dan SBM-ITB.</p> |                                                       |                            |

|             |                                                             |                        |                                                                                                         |          |
|-------------|-------------------------------------------------------------|------------------------|---------------------------------------------------------------------------------------------------------|----------|
| 14          | Penarapan Statistik Deret Waktu dalam Analisis Teknis Saham | Oscillators Momentum   | Memahami berbagai model praktis statistika deret serta trampil menggunakannya untuk menganalisis pasar. | AH Ch. 8 |
| 15          | Presentasi Karya Tulis                                      | Presentasi Karya Tulis | Trampil dalam menulis karya ilmiah dengan topik statistika deret waktu                                  |          |
| UJIAN AKHIR |                                                             |                        |                                                                                                         |          |

## 12. Statistika tingkat Lanjut (MB6054)

|                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                           |                                                                                 |                          |
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| <b>Kode Matakuliah:</b><br>MB6054 | <b>Bobot sks:</b><br>3 SKS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | <b>Semester:</b><br>Genap | <b>KK / Unit Penanggung Jawab:</b><br>Decision Making and Strategic Negotiation | <b>Sifat:</b><br>Pilihan |
| <b>Nama Matakuliah</b>            | Statistika Lanjut<br><i>Advance Statistics</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                           |                                                                                 |                          |
| <b>Silabus Ringkas</b>            | Mata kuliah ini bertujuan untuk mengenalkan beragam topik dalam statistika dan memberikan latihan mengenai aplikasi dan interpretasi dari topik-topik yang dipelajari. Mata kuliah ini meliputi analisis data statistik dengan penekanan pada analisis data multivariate untuk bisnis, penelitian marketing, perilaku konsumen, keuangan dan bidang-bidang lain yang terkait.<br>This course aim to introduce various topics in statistics (multivariate, time series, etc) analysis and prove some practical experience in their applications and interpretation. This course covers basic statistical data analysis with an emphasis on multivariate data analysis for business, marketing research, consumer behaviour, finance and related disciplines.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                           |                                                                                 |                          |
| <b>Silabus Lengkap</b>            | Pelajar sekolah bisnis telah memanfaatkan berbagai metode dan strategi analisis untuk menjawab pertanyaan-pertanyaan penelitian. Karena jawaban untuk masing-masing pertanyaan tersebut melibatkan tradeoffs, maka banyak penelitian telah menemukan perlunya sejumlah kombinasi analisis untuk membuat kesimpulan yang baik. Tujuan utama dari mata kuliah ini adalah untuk memfasilitasi pengambilan keputusan dengan kombinasi analisis. Dengan komposisi diskusi interaktif yang lebih banyak, diharapkan mahasiswa dapat secara aktif berpartisipasi dalam diskusi yang terkait dengan teknik-teknik statistik lanjut serta mempelajari bagaimana membuat desain penelitian dengan menggunakan statistika multivariat.<br>Business scholars have made use of a broad range of methods and analytical strategies to address questions of interest. Because each approach to answering research questions involves trade offs, researchers have often found it necessary to employ a combination of analytical techniques to reach any firm conclusions. A major goal of this course is to facilitate decision making within these constraints. With larger portion on interactive discussion group rather than lecture based, we encourage student to be actively participate in this course and discuss the advance methods of statistics and experience how to create a research desain using multivariate statistics. |                           |                                                                                 |                          |
| <b>Luaran (Outcomes)</b>          | At the end of this course, the student will be able to :<br>a) apply basic concepts and theories of statistics to business and management situations<br>b) make effective research decisions regarding appropriate statistical techniques in the analysis data<br>c) perform the analysis using statistical software<br>d) summarize and communicate the information obtained                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                           |                                                                                 |                          |
| <b>Matakuliah Terkait</b>         | -                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                           |                                                                                 |                          |
| <b>Kegiatan Penunjang</b>         | Studi kasus, praktek penelitian mandiri                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                           |                                                                                 |                          |
| <b>Pustaka</b>                    | J.F. Hair, R.E. Anderson, R.L. Tatham and William Black. <i>Multivariate Data Analysis</i> . 6th Edition. Prentice-Hall: N.J.(2005) (ISBN: 0138948585) (Pustaka utama)<br>Campbell, S. <i>Statistics You Can't Trust: A Friendly Guide to Clear Thinking About Statistics in Everyday Life</i> . Parker, CO: Think Twice Publishing (1999) (Pustaka pendukung)<br>Eldredge, D. L. <i>A Microsoft® Excel Companion for Business Statistics</i> (2nd ed.). Cincinnati, OH: South-Western College Publishing. (2002) (Pustaka pendukung)<br>Moore, D. S. <i>Statistics: Concepts and Controversies</i> (5th ed.). New York: W. H. Freeman and Company. (2001) (Pustaka pendukung)<br>Zikmund, W. G. <i>Business Research Methods</i> (7th ed.). Cincinnati, OH: South-Western College Publishing. (2003) (Pustaka pendukung)<br>Paper-paper pendukung                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                           |                                                                                 |                          |
| <b>Panduan Penilaian</b>          | Presentasi, tugas mandiri, ujian tengah semester dan akhir semester, serta partisipasi                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                           |                                                                                 |                          |
| <b>Catatan Tambahan</b>           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                           |                                                                                 |                          |

| Mg# | Topik        | Sub Topik                                                                      | Capaian Belajar Mahasiswa | Sumber Materi                                                                                                                                                           |
|-----|--------------|--------------------------------------------------------------------------------|---------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1   | Introduction | Course syllabus, course policy, overview of multivariate statistical technique | Kuliah, diskusi kelas     | Book Chapter<br>- Chapter 1.2; Hair et al, 2005<br>Paper<br>- Big Things Have Small Beginnings: An Assortment of 'Minor' Methodological Misunderstandings. By: Cortina, |

|                                                                                                                                                                                                                                |                                                       |                            |
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| <b>Bidang Akademik dan Kemahasiswaan ITB</b>                                                                                                                                                                                   | <b>Kur2013-Program Studi Magister Sains Manajemen</b> | <b>Halaman 22 dari 100</b> |
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|   |                                                        |                                                                     |                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
|---|--------------------------------------------------------|---------------------------------------------------------------------|---------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|   |                                                        |                                                                     |                           | <p>Jose M. <i>Journal of Management</i>, 2002, Vol. 28 Issue 3, p339, 24p</p> <ul style="list-style-type: none"> <li>- <u>The Role of Sampling in Strategic Management Research on Performance: A Two-Study Analysis</u>. By: Short, Jeremy C.; Ketchen, Jr., David J.; Palmer, Timothy B.. <i>Journal of Management</i>, 2002, Vol. 28 Issue 3, p363, 23p</li> <li>- <u>Research Methodology in Management: Current Practices, Trends, and Implications for Future Research</u>. By: Scandura, Terri A.; Williams, Ethlyn A. <i>Academy of Management Journal</i>, Dec2000, Vol. 43 Issue 6, p1248-1264.</li> <li>- <u>Entrepreneurship Research in AMJ: What Has Been Published, and What Might the Future Hold?</u> By: Ireland, R. Duane; Reutzel, Christopher R.; Webb, Justin W. <i>Academy of Management Journal</i>, Aug2005, Vol. 48 Issue 4, p556-564</li> <li>- Roth, P.L., &amp; Switzer, F.S. 1995. <u>A monte carlo analysis of missing data techniques in a HRM setting</u>. <i>Journal of Management</i>, 21: 1003-1023</li> <li>- Roth, P. L., Switzer, F. S., III, &amp; Switzer, D. 1999. <u>Missing data in multiple item scales: A Monte Carlo analysis of missing data techniques</u>. <i>Organizational Research Methods</i>, 2: 211-232</li> </ul> |
| 2 | <i>Factor Analysis &amp; Multiple Regression</i>       | <i>Interpretation, assumption, diagnostics</i>                      | Kuliah, diskusi kelas     | <p><u>Book Chapter</u></p> <ul style="list-style-type: none"> <li>- Chapter 3,4; <i>Hair et al</i>, 2005</li> </ul> <p><u>Paper</u></p> <ul style="list-style-type: none"> <li>- St. John, C. H. &amp; Roth, P. L. 1999. <u>The impact of cross-validation adjustments on estimates of effect size in business policy and strategy research</u>. <i>Organizational Research Methods</i>, 2: 157-174</li> <li>- <u>Multinational Companies and the Natural Environment: Determinants of Global Environmental Policy Standardization</u>. By: Christmann, Petra. <i>Academy of Management Journal</i>, Oct2004, Vol. 47 Issue 5, p747-760</li> <li>- Conway J. M., &amp; Huffcutt A.I. 2003. <u>A review and evaluation of exploratory factor analysis practices in organizational research</u>. <i>Organizational Research Methods</i>, 6: 147-168</li> <li>- Hurley, A. E., Scandura, T. A., Schriesheim, C. A., Brannick, M. T., Seers, A., Vandenberg, R. J., &amp; Williams, L. J. 1997. <u>Exploratory and confirmatory factor analysis: Guidelines, issues, and alterations</u>. <i>Journal of Organizational Behavior</i>, 18: 667-683</li> </ul>                                                                                                                    |
| 3 | <i>Paper Presentation</i>                              | <i>Paper on Factor Analysis, Paper on Multiple Regression</i>       | Presentasi, diskusi kelas | <p><u>Paper</u></p> <ul style="list-style-type: none"> <li>- <u>Technical and strategic human resources management effectiveness as determinants of firm performance</u> By: Huselid, Mark A.; Jackson, SusanE.; Schuler, Randall S.. <i>Academy of Management Journal</i>, Feb97, Vol. 40 Issue 1, p171, 18p</li> <li>- <u>How Important Are Shared Perceptions of Procedural Justice in Cooperative Alliances?</u> By: Luo, Yadong. <i>Academy of Management Journal</i>, Aug1, Vol. 48 Issue 4, p.695-709</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| 4 | <i>Discriminant Analysis &amp; Logistic Regression</i> |                                                                     |                           | <p><u>Book Chapter</u></p> <ul style="list-style-type: none"> <li>- Chapter 5; <i>Hair et al</i>, 2005</li> </ul> <p><u>Paper</u></p> <ul style="list-style-type: none"> <li>- <u>Australian and Japanese Value Stereotypes: A Two Country Study</u>. By: Soutar, Geoffrey N.; Grainger, Richard; Hedges, Pamela. <i>Journal of International Business Studies</i>, 1999 1st Quarter, Vol. 30 Issue 1, p203, 14p</li> <li>- <u>Knowledge Sharing in Organizations: Multiple Networks, Multiple Phases</u>. By: Hansen, Morten T.; Mors, Marie Louise; Løvås, Bjørn. <i>Academy of Management Journal</i>, Oct2005, Vol. 48 Issue 5, p776-793</li> <li>- <u>The Effects of Discontinuous Change on Latent Errors in Organizations: The Moderating Role of Risk</u>. By: Ramanujam, Rangaraj. <i>Academy of Management Journal</i>, Oct2003, Vol. 46 Issue 5, p608-617, 10p</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                       |
| 5 | <i>Paper Presentation</i>                              | <i>Paper on Discriminant Analysis, Paper on Logistic Regression</i> |                           | <p><u>Paper</u></p> <ul style="list-style-type: none"> <li>- <u>Is Dunning's Eclectic Framework Descriptive or Normative?</u> By: Brouthers, Lance Eliot; Brouthers, Keith D.; Werner, Steve. <i>Journal of International Business Studies</i>, 1999 4th Quarter, Vol. 30 Issue 4,</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |

|    |                                             |                                                              |                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
|----|---------------------------------------------|--------------------------------------------------------------|----------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|    |                                             |                                                              |                                  | <p>p831- 844</p> <ul style="list-style-type: none"> <li>- <u>Competition Within and Between Networks: The Contingent Effect of Competitive Embeddedness on Alliance Formation</u>. By: Gimeno, Javier. <i>Academy of Management Journal</i>, Dec2004, Vol. 47 Issue 6, p820-842</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| 6  | MANOVA & Conjoint Analysis                  |                                                              |                                  | <p>Book Chapter</p> <ul style="list-style-type: none"> <li>- Chapter 6,7; <i>Hair et al, 2005</i></li> </ul> <p>Paper</p> <ul style="list-style-type: none"> <li>- <u>Downsizing in Privatized Firms In Russia, Ukraine, and Belarus</u>. By: Filatotchev, Igor; Buck, Trevor; Zhukov, Vladimir. <i>Academy of Management Journal</i>, Jun2000, Vol. 43 Issue 3, p286-305</li> <li>- <u>Preferential segmentation of restaurant attributes through conjoint analysis</u>, <i>International Journal of Contemporary Hospitality Management</i>, ISSN: 0959-6119</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| 7  | Paper Presentation                          | Paper on MANOVA, Paper on Conjoint Analysis                  |                                  | <p>Paper</p> <ul style="list-style-type: none"> <li>- <u>Examining the Human Resource Architecture: The Relationships Among Human Capital, Employment, and Human Resource Configurations</u>. By:Lepak, David P.; Snell, Scott A.. <i>Journal of Management</i>, 2002, Vol. 28 Issue 4, p517-543, 27p</li> <li>- <u>Credit carddevelopment strategies for theyouth market: The use ofconjoint analysis</u>,<i>International Journal of Bank Marketing</i>, ISSN: 0265-2323</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| 8  | Cluster Analysis & Multidimensional Scaling |                                                              |                                  | <p>Book Chapter</p> <ul style="list-style-type: none"> <li>- Chapter 8; <i>Hair et al, 2005</i></li> </ul> <p>Paper</p> <ul style="list-style-type: none"> <li>- <u>The application of cluster analysis in strategic management research: an analysis nad critique</u>. David J. Ketchen, <i>Strategic management Journal</i> Vol 17, 441-458</li> <li>- <u>Cluster Analysis in Marketing Research: Review and Suggestions for Application</u>, Girish Punj and David W. Stewart, <i>Journal of Marketing Research</i>, Vol. 20, No. 2 (May, 1983), pp. 134-148</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| 9  | Paper Presentation                          | Paper on Cluster Analysis, Paper on Multidimensional Scaling |                                  | <p>Paper</p> <ul style="list-style-type: none"> <li>- <u>International Human Resource Strategy and Its Determinants: The Case of Subsidiaries in Taiwan</u>. By: Hannon, John M.; Ing-Chung Huang; Bih-Shiaw Jaw. <i>Journalof International Business Studies</i>, 1995, Vol. 26 Issue 3, p531-554</li> <li>- <u>Exit, Voice, Loyalty, and Neglect as Responses to Job Dissatisfaction : A Multidimensional Scaling Study</u>. By Dan Farrell. <i>The Academy of Management Journal</i>. Vol. 26, No. 4 (Dec, 1983), pp. 596-607</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| 10 | Structural Equation Modeling                |                                                              | (Guest) Lecturing, diskusi kelas | <p>Book Chapter</p> <ul style="list-style-type: none"> <li>- Chapter 10,11,12; <i>Hair et al, 2005</i></li> </ul> <p>Paper</p> <ul style="list-style-type: none"> <li>- <u>The Effects of Centrifugal and Centripetal Forces on Product Development Speed And Quality: How Does Problem Solving Matter?</u> By: Atuahene-Gima, Kwaku. <i>Academy of Management Journal</i>, Jun2003, Vol. 46 Issue 3, p359, 15p</li> <li>- <u>Safeguarding Investments in Asymmetric Interorganizational Relationships: Theory And Evidence</u>.By: Subramani, Mani R.; Venkatraman, N.. <i>Academy of Management Journal</i>, Feb2003, Vol. 46 Issue 1, p46-62, 17p</li> <li>- Harris, M. M. &amp; Schaubrock, J. 1990. <u>Confirmatory modeling in organization behavior/human resource management: Issues and applications</u>. <i>Journal of Management</i>, 16: 337-360</li> <li>- Riordan, C.M., &amp; Vandenburg, R.J. 1994. <u>A central question in cross cultural research: Do employees of different cultures interpret work related measures in an equivalent manner?</u><i>Journal of Management</i>, 20: 643-671</li> <li>- Williams, L.J., Edwards, J.R., &amp; Vandenburg, R.J. 2003. <u>Recent advances in causal modeling methods for organizational and management research</u>. <i>Journal of Management</i>, 29: 903-936</li> <li>- Bagozzi, P. P. &amp; Yi, Y. 1988. <u>On the evaluation of structural equation models</u>. <i>Academy of Marketing Science</i>, 16: 74-94</li> <li>- Cortina, J. M., Chen, G., &amp; Dunlap, W. P. 2001. <u>Testing interaction effects in LISREL: Examination and</u></li> </ul> |

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|    |                                             |                                                     |                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
|----|---------------------------------------------|-----------------------------------------------------|---------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|    |                                             |                                                     |                           | <p>illustration of available procedures. <i>Organizational Research Methods</i>, 4: 324-360</p> <ul style="list-style-type: none"> <li>- Hall, R. J., Snell, A. F., &amp; Foust, M. S. 1999. <u>Item parceling strategies in SEM: Investigating the subtle effects of unmodeled secondary constructs.</u> <i>Organizational Research Methods</i>, 2: 233-256</li> <li>- <u>Applications of structural equation modeling in marketing and consumer research: A review,</u> Hans Baumgartner, Christian Homburg</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| 11 | Paper Presentation                          | Paper on Structural Equation Model                  |                           | <p>Paper</p> <ul style="list-style-type: none"> <li>- <u>Incentives, Morality, or Habit? Predicting Student's Car Use for University Routes with the Models of Ajzen, Schwartz, and Triandis.</u> By Bamberg, Sebastian., Schmidt, Peter. <i>Environment and Behavior</i>. March 2003, vol 35 no. 2, pp.264-285</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| 12 | Time Series Analysis & Non-parametric Tests |                                                     |                           | <p>Paper</p> <ul style="list-style-type: none"> <li>- <u>What to do (and not to do) with Time-Series Cross-Section Data,</u> Nathaniel Beck and Jonathan N. Katz, <i>The American Political Science Review</i>, Vol. 89, No. 3 (Sep., 1995), pp. 634-647</li> <li>- <u>Forecasting Consumer Installment Credit: An Application of Parametric Time Series Modeling</u> Author(s): James A. Sullivan and Richard G. Marcis Source: <i>The Journal of Business</i>, Vol. 48, No. 1 (Jan., 1975), pp. 98-107 Published by: The University of Chicago Press</li> <li>- <u>Time-Series Analysis of the Relation between Influenza Virus and Hospital Admissions of the Elderly in Ontario, Canada, for Pneumonia, Chronic Lung Disease, and Congestive Heart Failure,</u> American Journal of Epidemiology, R. E. G. Upshur, Keith Knight, and Vivek Goel</li> <li>- <u>Exports, international investment, and plant performance: evidence from a non-parametric test,</u> Sourafel Girma, Holger Go'rg, Eric Strobl</li> <li>- <u>Non-Parametric Tests of Consumer Behaviour,</u> Hal R. Varian, <i>The Review of Economic Studies</i>, Vol. 50, No. 1 (Jan., 1983), pp. 99-110</li> </ul> |
| 13 | Paper Presentation                          | Paper on Time Series, Paper on Non-parametric Tests |                           | <p>Paper</p> <ul style="list-style-type: none"> <li>- <u>Application of Non-parametric Analysis Technique amongst Postgraduate Education Research: A Survey of South African Universities;</u> Anass BAYAGA and Liile Lerato LEKENA</li> <li>- <u>Time-Series Analysis of the Relation between Influenza Virus and Hospital Admissions of the Elderly in Ontario, Canada, for Pneumonia, Chronic Lung Disease, and Congestive Heart Failure,</u> American Journal of Epidemiology, R. E. G. Upshur, Keith Knight, and Vivek Goel</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| 14 | Final Presentation                          | Student's Project                                   | Presentasi, diskusi kelas |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| 15 |                                             |                                                     | Presentasi, diskusi kelas |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |

## B. Mata Kuliah Pilihan

### 1. Studi Manajemen Sains Sosial (MB6011)

|                                  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                  |                                                                         |                           |
|----------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-------------------------------------------------------------------------|---------------------------|
| <b>KodeMatakuliah:</b><br>MM6011 | <b>Bobotsks:</b> 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | <b>Semester:</b> | <b>KK / Unit PenanggungJawab:</b><br>People and Knowledge<br>Management | <b>Sifat:</b><br>{Pilihan |
| <b>NamaMatakuliah</b>            | Sains Sosial dalam Manajemen                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                  |                                                                         |                           |
|                                  | Social Science in Management                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                  |                                                                         |                           |
| <b>Silabus Ringkas</b>           | Organisasi dapat berjalan dengan baik ketika terjadi interaksi antara organisasi tersebut dengan lingkungannya. Interaksi sosial menjadi dasar bagi pemahaman suatu organisasi                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                  |                                                                         |                           |
|                                  | The good running organisation can happened when interaction between organisation and the environment. Social interaction become basic for interpretation by an organisation                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                  |                                                                         |                           |
| <b>Silabus Lengkap</b>           | Keberadaan atau keberlanjutan organisasi bisnis adalah dipengaruhi oleh interaksi antara organisasi itu sendiri dan lingkungannya, interaksi ini dapat difokuskan karena menciptakan beberapa kesempatan yang dibutuhkan oleh organisasi untuk mengambil keberadaan organisasi itu sendiri, satu dari beberapa komponen di organisasi adalah masyarakat dan pranata sosialnya. Interpretasi dari sains social menjadi penting untuk manajemen organisasi. Sains social memberikan dasar pengetahuan tentang komuniti/ dasar masyarakat, pranata social, dan kebersamaan mereka dalam masyarakat                                                                                                     |                  |                                                                         |                           |
|                                  | Existing or business organizations sustainability is influenced by interaction between that organization and the environment. This interaction could be focused because could produce some opportunities that needed by the organization to keep the existing organization, one of the main component in organization is community and the institution. Because of that the interpretation of social sciences become important for organization management. Social science gives the basic knowledge about community/society foundation, institution, and corporation those are happened among society.                                                                                             |                  |                                                                         |                           |
| <b>Luaran (Outcomes)</b>         | <ol style="list-style-type: none"> <li>1. <b>Mengerti dasar-dasar sosial sains, konsep dasar sosial sains termasuk masyarakat, ketidakesetaraan, pranata sosial, perubahan dan keberlanjutan.</b></li> <li>2. <b>Menggunakan analisis kritis untuk memahami masalah sosial dan implikasinya pada manajemen.</b></li> <li>3. <b>Mempunyai sintesis untuk konsep-konsep sosial sains.</b></li> <li>4. <b>Meningkatkan pengetahuan untuk menceritakan, pemikiran kritis, dan kreatifitas sebagai orang ilmuwan sosial pada isu-isu sosial di wilayah lokal, nasional dan global.</b></li> <li>5. <b>Meningkatkan cita rasa terhadap organisasi sosial di Indonesia khususnya manajemen.</b></li> </ol> |                  |                                                                         |                           |
| <b>Matakuliah Terkait</b>        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                  |                                                                         |                           |
| <b>Kegiatan Penunjang</b>        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                  |                                                                         |                           |
| <b>Pustaka</b>                   | Schaefer, Richard T. 2006. <i>Sociology: A Brief Introduction</i> . Sixth Edition. International Edition. McGraw-Hill. Chapter 1 (Understanding Sociology).<br>Maconis, John J. 2005. <i>Sociology</i> . Sixth Edition. Prentice Hall. Chapter 1 (Sociological Investigation).<br>Hann, Chris. 2000 <i>Social Anthropology</i> . Teach Yourself. Part I :Introduction Chapter 2 (History of Anthropology)                                                                                                                                                                                                                                                                                           |                  |                                                                         |                           |
| <b>Panduan Penilaian</b>         | Reading material and conclude the material and prepare the material in 'mind map' format as the material for class<br>Class attendance<br>lessons learned from the result of discussion in the class<br>Learning by yourself                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                  |                                                                         |                           |
| <b>Catatan Tambahan</b>          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                  |                                                                         |                           |

| Mg# | Topik                                                                                      | Sub Topik                                                                                          | Capaian Belajar Mahasiswa                                                                                    | Sumber Materi                                                                                                                                                                                                                                 |
|-----|--------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1   | Class Management                                                                           | Introduction<br>Class rules                                                                        | Memahami secara umum apa itu kajian ilmu pengetahuan sosial dan pentingnya di dalam kajian manajemen         | <ul style="list-style-type: none"> <li>• Pustaka 1 Chapter 1 (Understanding Sociology).</li> <li>• Pustaka 2 Chapter 1 (Sociological Investigation).</li> <li>• Pustaka 3 Part I :Introduction Chapter 2 (History of Anthropology)</li> </ul> |
| 2   | Ethnic-group, culture and pattern of living, plural and multicultural society in Indonesia | Definition of ethnic-group and culture<br>Differences between ethnic-goup and culture in Indonesia | Memahami bentuk-bentuk masyarakat dan kebiasaan hidup masyarakat pada umumnya dan di Indonesia secara khusus |                                                                                                                                                                                                                                               |
| 3   | Culture                                                                                    | Individual culture<br>Social culture                                                               | Memahami konsep budaya sebagai hasil interpretasi dan respon manusia terhadap lingkungan, termasuk           | <ul style="list-style-type: none"> <li>• Pustaka 1 Chapter 3 (Culture).</li> <li>• Hendry, Joy (1999) "Seeing the World" in Other People's Worlds</li> </ul>                                                                                  |

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| <b>Bidang Akademik dan Kemahasiswaan ITB</b>                                                                                                                                                                                   | <b>Kur2013-Program Studi Magister Sains Manajemen</b> | <b>Halaman 26 dari 100</b> |
| Template Dokumen ini adalah milik Direktorat Pendidikan - ITB<br>Dokumen ini adalah milik Program Studi Magister Sains Manajemen ITB.<br>Dilarang untuk me-reproduksi dokumen ini tanpa diketahui oleh Dirdik-ITB dan SBM-ITB. |                                                       |                            |

|    |                                              |                                                                                     |                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
|----|----------------------------------------------|-------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|    |                                              |                                                                                     | <i>juga wujud budaya</i>                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| 4  | Society                                      | <i>Social interaction<br/>Social<br/>structur</i>                                   | <i>Memahami pola interaksi manusia sebagai makhluk sosial, struktur sosial yang ada di masyarakat dan faktor-faktor pembentuknya</i>                                                               | <ul style="list-style-type: none"> <li>• Pustaka 1 Chapter 4 (Socialization),</li> <li>• Pustaka 2 Chapter 4 (Society)</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                            |
| 5  | Group, Organization, and Social Class        | <i>Why group in organization happen</i>                                             | <i>Mengetahui bagaimana individu melakukan pengelompokan sebagai dasar sebuah organisasi</i>                                                                                                       | <ul style="list-style-type: none"> <li>• Pustaka 1 Chapter 6 (Groups and Organizations),</li> <li>• Pustaka 2 Chapter 7 (group and organization)</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                  |
| 6  | Social Unbalance                             | <i>What is Social unbalance<br/>Background of social unbalanced in organization</i> | <i>Memahami social movement yang disebabkan karena perbedaan latar belakang individu di dalam sebuah organisasi</i>                                                                                | <ul style="list-style-type: none"> <li>• Pustaka 1 Chapter 8 (Deviance and Social Control).</li> <li>• Pustaka 2 Chapter 8 (Deviance)</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                             |
| 7  | Social Interaction and Social Stratification | <i>The relation between social interaction and social stratification</i>            | <i>Memahami bagaimana mekanisme sosial bekerja dalam membentuk stratifikasi sosial di dalam masyarakat</i>                                                                                         | <ul style="list-style-type: none"> <li>• Pustaka 2 Chapter 5 (social interaction)</li> <li>• Pustaka 1 Chapter 11 (Stratification by gender and age).</li> </ul>                                                                                                                                                                                                                                                                                                                                                                             |
| 8  | Kinship                                      | <i>Kinship theory<br/>Kinship diagram</i>                                           | <i>Memahami relasi interpersonal di dalam pranata sosial keluarga sebagai kelompok masyarakat dan pranata sosial terkecil</i>                                                                      | <ul style="list-style-type: none"> <li>• Pustaka 1 Chapter 12 (The Family and Intimate Relationship).</li> <li>• Pustaka 3 Part V: Relating and Belonging</li> </ul>                                                                                                                                                                                                                                                                                                                                                                         |
| 9  | Social Change                                | <i>Definition of social change<br/>Social change theory</i>                         | <i>Memahami inovasi dan penyebaran inovasi kepada individu lain baik di dalam maupun di luar kelompok</i>                                                                                          | <ul style="list-style-type: none"> <li>• Pustaka 1 Chapter 16 (Social Movement, social change and technology).</li> <li>• Pustaka 2 Chapter 24 (Social Change: Traditional Modern and Post Modern Society).</li> </ul>                                                                                                                                                                                                                                                                                                                       |
| 10 | Healthy Institution                          | <i>What is healthy Institution and how to achieve it</i>                            | <i>Memahami adanya fungsi-fungsi sosial di dalam hal penerapan pengembangan masyarakat berkaitan dengan masalah kesehatan yang dijadikan sebagai pintu masuk di dalam kritik-kritik masyarakat</i> | <ul style="list-style-type: none"> <li>• Pustaka 1 Chapter 15 (Population, communities and health).</li> <li>• Pustaka 2 Chapter 21 (Health and Medicine) dan Chapter 11 (Global Stratification).</li> </ul>                                                                                                                                                                                                                                                                                                                                 |
| 11 | Religiousness                                | <i>The effect of religion<br/>Relation between religion and behavior</i>            | <i>Memahami bagaimana sistem kepercayaan terbentuk dan mempengaruhi tindakan dan perilaku seseorang dalam kehidupannya sehari-hari</i>                                                             | <ul style="list-style-type: none"> <li>• Pustaka 3 Part IV: Believing and Celebrating</li> <li>• Rappaport, Roy A “Enactment of Meaning” dalam A Reader in Anthropology of Religion (Michael Lambek) london : Blackwell pub. (2003)</li> <li>• Gregor, Arthur S. “The Technique of magic”, “Imitative and Contagious Magic”, “Black Magic” “The Shaman”, “Curing”, “Divination”, “Religion and Magic” in Witchcraft and Magic</li> <li>• Hendry, Joy (1999) “Cosmology I: Religion, Magic and Mythology” in Other People’s Worlds</li> </ul> |
| 13 | Politic                                      | <i>Power and Authority</i>                                                          | <i>Memahami bagaimana pola relasi patron-klien terbentuk melalui mekanisme otoritas dan kekuasaan</i>                                                                                              | <ul style="list-style-type: none"> <li>• Pustaka 3 Part III: Controlling and Resisting)</li> <li>• Steiner, George A. and John F. Steiner. 2006. Business, Government, and Society: A Managerial Perspective, Text and Cases. Eleventh Edition. McGraw-Hill. Chapter 11 (Reforming Regulation) and Chapter 19 (Corporate Governance)</li> <li>• Hendry, Joy (1999) “Law, Order and Social Control” in Other People’s Worlds</li> <li>• Hendry, Joy (1999) “The Art of Politic” in Other People’s Worlds</li> </ul>                           |
| 15 | Sport and Identity                           | <i>Relation between Sport</i>                                                       | <i>Memahami pengelompokan olah</i>                                                                                                                                                                 | <ul style="list-style-type: none"> <li>• Jarvie, Grant . 2006, Sport, Culture, and Society : an introduction, London:</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                             |

|    |         |                                                 |                                                                                                                                                  |                                                                                                                                                                                                                                                |
|----|---------|-------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|    |         | <i>and identity</i>                             | <i>raga ternyata bisa mengalahkan pengelompokan secara nasional baik itu pengelompokan politik ataupun agama</i>                                 | <p>routledge Part 1 : Broader Context and Part 3 (Sport, Identity and alternative lifestyle)</p> <ul style="list-style-type: none"> <li>Blanchard, Kendall “The Meaning of Sport: a cultural approach” in The Anthropology of Sport</li> </ul> |
| 16 | Economy | <i>Relation between economy and social life</i> | <i>Memahami bagaimana manusia bekerja untuk memenuhi kebutuhan hidupnya melalui aktivitas ekonomi baik itu secara individual maupun kelompok</i> | <ul style="list-style-type: none"> <li>Hendry, Joy (1999) “Gifts, exchange and reciprocity” in Other People’s Worlds</li> </ul>                                                                                                                |

## 2. Kompetensi berbasis Manajemen Manusia (MB6012)

|                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                    |                                                                                                                     |                                |
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| <b>Kode Matakuliah:</b><br>MB6012 | <b>Bobot sks:</b> 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | <b>Semester:</b> 2 | <b>KK / Unit Penanggung Jawab:</b><br>People and Knowledge Management                                               | <b>Sifat:</b><br>Pilihan Jalur |
| <b>Nama Matakuliah</b>            | Manajemen Insani berbasis Kompetensi<br>Competence-based People Management                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                    |                                                                                                                     |                                |
| <b>Silabus Ringkas</b>            | Mata Kuliah ini memperkenalkan teori-teori yang berkaitan dengan bagaimana mengatur pekerja dalam suatu organisasi berdasarkan kompetensi yang mereka miliki sehingga terjadi keselarasan antara fungsi-fungsi SDM yang terdapat dalam organisasi.<br>This course introduces theories related to how to organize the workers in an organization based on the their competencies so it there will be alignment between all HR functions in the organization.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                    |                                                                                                                     |                                |
| <b>Silabus Lengkap</b>            | Mata Kuliah ini memperkenalkan teori-teori yang berkaitan dengan bagaimana mengatur pekerja dalam suatu organisasi berdasarkan kompetensi yang mereka miliki sehingga terjadi keselarasan antara fungsi-fungsi SDM yang terdapat dalam organisasi.<br>Aktivitas perkuliahan dirancang untuk merencanakan, mengelola dan mengkoordinasikan serta mengevaluasi dan memberikan solusi akan masalah-masalah yang timbul di fungsi SDM mulai dari tingkat stratejik hingga tingkat pekerja. Kegiatan tersebut meliputi perancangan organisasi dan budaya organisasi, analisis jabatan, prosedur operasi standar, perencanaan sumber daya manusia, perekrutan, seleksi, pelatihan dan pengembangan pegawai, penilaian kinerja (termasuk pengembangan karir), keselamatan dan kesehatan kerja, perubahan organisasi serta pengelolaan konflik.<br>This course introduces theories related to how to organize the workers in an organization based on the their competencies so it there will be alignment between all HR functions in the organization.<br>This course activities designed to plan, manage and coordinate, also evaluate and provide solutions of the problems that arise in the HR function from the strategic level to the level of workers. These activities include organizational design and organizational culture, job analysis, standard operating procedures, human resource planning, recruitment, selection, training and employee development, performance appraisal (including career development), health and safety, organizational change and conflict management. |                    |                                                                                                                     |                                |
| <b>Luaran (Outcomes)</b>          | Setelah menyelesaikan mata kuliah ini diharapkan mahasiswa dapat:<br>- Memahami konsep-konsep dari CBHRM<br>- Mengaitkan peranan CBHRM dengan fungsi-fungsi SDM yang lain<br>- Mampu merancang dan menganalisis sistem SDM berdasarkan teori CBHRM                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                    |                                                                                                                     |                                |
| <b>Matakuliah Terkait</b>         | -                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                    |                                                                                                                     |                                |
| <b>Kegiatan Penunjang</b>         | Tugas individu, tugas kelompok, diskusi kasus, penulisan paper                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                    |                                                                                                                     |                                |
| <b>Pustaka</b>                    | <i>Dubois, D.D, Rothwell, W.J, “Competency Based-Human Resource Management”, Davies Black Publishing, 2006 (Pustaka Utama)</i><br><i>Spencer &amp; Spencer, “Competence at Work”, John Wiley &amp; Sons, Inc., 1993 (Pustaka Pendukung)</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                    |                                                                                                                     |                                |
| <b>Panduan Penilaian</b>          | Individual result                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | 60%                | Mid Test (15%) + Individual Participation (10%) + Individual Project Proposal Presentation (20%) + Final Test (15%) |                                |
|                                   | Team result                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | 40 %               | Group Assignment                                                                                                    |                                |
| <b>Catatan Tambahan</b>           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                    |                                                                                                                     |                                |

| Mg# | Topik                                     | Sub Topik                                     | Capaian Belajar Mahasiswa                                                                                 | Sumber Materi                          |
|-----|-------------------------------------------|-----------------------------------------------|-----------------------------------------------------------------------------------------------------------|----------------------------------------|
| 1   | Introduction to Human Resource Management | Traditional Approach to Contemporary Approach | Memahami perbedaan antara manajemen personalia, manajemen sumber daya manusia, dan manajemen modal insani | Dubois Ch 01                           |
| 2   | Overview of CBHRM                         | Competency Models<br>Competency based Human   | Memahami model-model kompetensi dan bisa melakukan                                                        | Dubois Ch 02<br>Case: Jet Blue Airways |

**Bidang Akademik dan Kemahasiswaan ITB**

**Kur2013-Program Studi  
Magister Sains Manajemen**

**Halaman 28 dari 100**

Template Dokumen ini adalah milik Direktorat Pendidikan - ITB  
Dokumen ini adalah milik Program Studi Magister Sains Manajemen ITB.  
Dilarang untuk me-reproduksi dokumen ini tanpa diketahui oleh Dirdik-ITB dan SBM-ITB.

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|    |                                                   | Resource Management                                                                                                                                                                                                                                                                                                                                               | sintesis untuk membangun model kompetensi                                                          |                                                                                                          |
| 3  | Competency based-Job Analysis                     | A Need for Implementing CBHRM<br>Competency Dictionary<br>Competency based-HR Planning<br>Competency based-Job Analysis                                                                                                                                                                                                                                           | Memahami pendekatan dalam perencanaan pegawai dan analisis jabatan                                 | Dubois Ch 03, Ch 04<br>Spencer Ch 03-09<br>Case: A Competency Model for Human Resource, Eli Lily Company |
| 4  | Competency based-Recruitment & Selection          | Competency based-Recruitment and Selection                                                                                                                                                                                                                                                                                                                        | Mampu menganalisis proses rekrutmen dan seleksi berbasis kompetensi                                | Dubois Ch 05<br>Case: Recruitmen in United Parcel Service (UPS)                                          |
| 5  | Competency based-Training                         | Competency Based-Training                                                                                                                                                                                                                                                                                                                                         | Mampu menyusun pengembangan pegawai berbasis kompetensi                                            | Dubois Ch 06                                                                                             |
| 6  | Managing Employee Performance                     | Competency Based-Performance Management                                                                                                                                                                                                                                                                                                                           | Mampu menganalisis sistem kinerja pegawai                                                          | Dubois Ch 07                                                                                             |
| 7  |                                                   | Performance Appraisal System                                                                                                                                                                                                                                                                                                                                      |                                                                                                    | Dubois Ch 07<br>Case: The Firmwide 360 degree Performance Evaluation at Morgan Stanley                   |
| 8  | UTS: Critical Review                              | 1. Forecasting Future Competency Requirements (A Three Phase Methodology)<br>2. Identifying & Developing HR Competencies for the Future: Key to Sustaining the Transformation of HR Function<br>3. Competency Management in Support of Organizational Change<br>4. Toward a Multidimensional Competency based-Managerial Performance Framework: A Hybrid Approach |                                                                                                    |                                                                                                          |
| 9  | Competency based Compensation System              | Competency based Compensation System                                                                                                                                                                                                                                                                                                                              | Mampu memahami aspek berpikir analitik dalam proses penyusunan sistem kompensasi                   | Dubois Ch 08<br>Case: Formulation on Compensation System at Jet Blue                                     |
| 10 | Competency based Compensation System              | Competency based-HR Rewards                                                                                                                                                                                                                                                                                                                                       |                                                                                                    | Dubois: Ch 08<br>Case: Employee Recognition at Intuit                                                    |
| 11 | Competency based People Management-Implementation | Guest Lecture: Competency based People Management-Implementation                                                                                                                                                                                                                                                                                                  |                                                                                                    | Dubois Ch 10<br>Guest Lecture                                                                            |
| 12 | Competency based-Employee Development             | Competency based-Employee Development                                                                                                                                                                                                                                                                                                                             | Mampu memahami konsep-konsep pengembangan pegawai                                                  | Dubois Ch 09                                                                                             |
| 13 | Competency based HRM-The Next Step                | Competency based HRM-The Next Step<br>CBHRM Software                                                                                                                                                                                                                                                                                                              | Mampu berpikir konseptual untuk menjangkau perkembangan riset-riset dalam Human Capital Management | Dubois Ch 11                                                                                             |
| 14 | CBHRM Research Project                            | Individual Research Project Presentation                                                                                                                                                                                                                                                                                                                          |                                                                                                    |                                                                                                          |
| 15 | Ujian Akhir Semester                              |                                                                                                                                                                                                                                                                                                                                                                   |                                                                                                    |                                                                                                          |

### 3. Manajemen Pengetahuan dan Organisasi Pembelajaran (MB6013)

|                                   |                                                                                                                                                                                                  |                    |                                                                   |                          |
|-----------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|-------------------------------------------------------------------|--------------------------|
| <b>Kode Matakuliah:</b><br>MB6013 | <b>Bobot sks:</b> 3                                                                                                                                                                              | <b>Semester:</b> I | <b>KK / Unit Penanggung Jawab:</b><br>People Knowledge Management | <b>Sifat:</b><br>Pilihan |
| <b>Nama Matakuliah</b>            | Knowledge Management and Learning Organization                                                                                                                                                   |                    |                                                                   |                          |
|                                   | Knowledge Management and Learning Organization                                                                                                                                                   |                    |                                                                   |                          |
| <b>Silabus Ringkas</b>            | Knowledge Management adalah intangible asset dengan menyediakan prose pembelajaran lingkungan yang akan menggugah disiplin dan langkah untuk meng optimalisasikan kapasitas perubahan organisasi |                    |                                                                   |                          |

|                                                                                                                                                                                                                                |                                                          |                            |
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| <b>Bidang Akademik dan Kemahasiswaan ITB</b>                                                                                                                                                                                   | <b>Kur2013-Program Studi</b><br>Magister Sains Manajemen | <b>Halaman 29 dari 100</b> |
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|                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
|---------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                           | Knowledge is an intangible asset, yet by providing a learning environment that encourages experimentation that is measured with discipline and procedures necessary for optimizing this process it has the capacity to change the competitive position of any organization.                                                                                                                                                                             |
| <i>Silabus Lengkap</i>    | KM adalah proses kreasi nilai dari intangible aset organisasi. KM mengkreasikan, menyebarkan atau mentransformasi dari perorangan menjadi tindakan organisasi yang mengembangkan institusi yang kompetitif. KM adalah proses mengumpulkan menyebarkan dan menggunakan knowledge asset untuk performansi yang lebih baik. KM adalah factor kunci sukses untuk institusi yang kompetitif                                                                  |
|                           | Knowledge Management (KM) is the process of creating value from an organization's intangible assets. KM create, deploy or transform knowledge from individual brainware to organizational actions that can improve the competitive position of a company, and give it a marketplace advantage. KM is a process of sourcing, deploying and using knowledge assets for better work performance. KM is a key success factor for corporate competitiveness. |
| <i>Luaran (Outcomes)</i>  | The objective of the Knowledge Management (KM) course is to provide participants with a broad understanding of the creating and deploying of knowledge in their organizations and how to develop and executing innovation program in company.                                                                                                                                                                                                           |
| <i>Matakuliah Terkait</i> | Change Management                                                                                                                                                                                                                                                                                                                                                                                                                                       |
|                           | Innovation                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <i>Kegiatan Penunjang</i> | Case Discussion and Roleplay                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <i>Pustaka</i>            | Jann Hidajat (2006), "Knowledge Management dalam Konteks Organisasi Pembelajaran", SBM-ITB                                                                                                                                                                                                                                                                                                                                                              |
|                           | Collison, Chris and Parcel, Geoff (2006), "Learning to Fly" Capstone Publishing Limited (A Wiley Co.)                                                                                                                                                                                                                                                                                                                                                   |
| <i>Panduan Penilaian</i>  | Individual Task and Test .....(ITT): 10 points<br>Individual Participation and Discussion in class .....(IPD): 15 points<br>Group Cases/Task Analysis, Participation & presentation .(CAP): 15 points<br>Individual Mid Test .....(IMT): 10 points                                                                                                                                                                                                      |
| <i>Catatan Tambahan</i>   |                                                                                                                                                                                                                                                                                                                                                                                                                                                         |

| Mg# | Topik                                                                                                          | Sub Topik                                             | Capaian Belajar Mahasiswa                                                                        | Sumber Materi                                                     |
|-----|----------------------------------------------------------------------------------------------------------------|-------------------------------------------------------|--------------------------------------------------------------------------------------------------|-------------------------------------------------------------------|
| 1   | KM Principles and Knowledge Development                                                                        | <i>New Age, Speed of change</i>                       | Mengenalkan Knowledge Manajemen di Era baru                                                      | <i>Knowledge Management dalam Konteks Organisasi Pembelajaran</i> |
| 2   | Case-1: Preparation of KM in Indonesian Companies MAKE Winner                                                  |                                                       | Mengenal beberapa perusahaan/Institusi di Indonesia yang memenangkan MAKE award                  | <i>MAKE winner Indonesian Institutional</i>                       |
| 3   | Case-1: Group Presentation and discussion of KM in MAKE Winner                                                 |                                                       | Mengenal beberapa perusahaan/Institusi di Indonesia yang memenangkan MAKE award                  | <i>MAKE winner Indonesian Institutional</i>                       |
| 4   | Lecturing: Learning Organization                                                                               | <i>Culture, Knowledge Worker, Smart Organization.</i> | Mengenalkan bagaimana KM menjadi dasar untuk menjadikan organisasi menjadi organisasi yang smart | <i>Knowledge Management dalam Konteks Organisasi Pembelajaran</i> |
| 5   | Case-2: Group discussion on Human Resources at the AES Corporation (House of LO Jann Model Mapping in AES Co.) |                                                       | Bagaimana perusahaan di Luar Negeri menciptakan iklim Learning Organisasi di institusinya        | <i>Harvard Case</i>                                               |
| 6   | MBNQA Video on Leadership and discussion                                                                       |                                                       | Memperlihatkan Leader yang mempunyai leadership yang kuat dan benar                              |                                                                   |
| 7   | Lecturing: KM Planning                                                                                         | <i>Vision Strategy Framework Roadmap</i>              | Merencanakan strategy Knowledge Management                                                       | <i>Knowledge Management dalam Konteks Organisasi Pembelajaran</i> |
| 8   | Case-3: Group preparation on KM Planning in McKinsey & Company case                                            |                                                       | Bagaimana menerapkan KM yang benar mulai dari awal                                               | <i>Harvard Case</i>                                               |
| 9   | KM Planning Group                                                                                              |                                                       | Bagaimana menerapkan KM yang                                                                     | <i>Harvard Case</i>                                               |

|                                                                                                                                                                                                                                |                                                       |                            |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------|----------------------------|
| <b>Bidang Akademik dan Kemahasiswaan ITB</b>                                                                                                                                                                                   | <b>Kur2013-Program Studi Magister Sains Manajemen</b> | <b>Halaman 30 dari 100</b> |
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|----|---------------------------------------------------------------------------------------------|---------------------------------|---------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------|
|    | Presentation and Discussion in McKinsey case-3                                              |                                 | benar mulai dari awal                                                                                         |                                                                 |
| 10 | Lecturing-4: Knowledge Development Tools and Techniques                                     | <i>Knowledge Dev. Processes</i> | Memperlihatkan situasi dalam organisasi yang diharapkan dimasa mendatang dengan roadmap yang sudah ditentukan | <i>Knowledge Management dalam Konteks Organisasi Pembelajar</i> |
| 11 | Case-4: KM Program and Road Map various company in the world preparation                    |                                 | Melatih dan memahami membuat roadmap dari suatu institusi                                                     |                                                                 |
| 12 | KM Program and Road Map presentation and discussion                                         |                                 | Melatih dan memahami membuat roadmap dari suatu institusi                                                     |                                                                 |
| 13 | Role Playing on K-Development: Syndicate Preparation and on SECI and BP K-Development Tools | <i>SECI from Nonaka</i>         | Beberapa cara dan alat bantu untuk mengembangkan knowledge di institusi                                       | <i>Knowledge Management dalam Konteks Organisasi Pembelajar</i> |
| 14 | Role Playing on K-Development: Syndicate Presentation on SECI and BP, K-Development Tools   | <i>SECI from Nonaka</i>         | Beberapa cara dan alat bantu untuk mengembangkan knowledge di institusi                                       | <i>Knowledge Management dalam Konteks Organisasi Pembelajar</i> |
| 15 | MBNQA Video on the Important of Data/Information Closing 1st module:                        |                                 | Wrap up dari mata kuliah Knowledge Management                                                                 | <i>Knowledge Management dalam Konteks Organisasi Pembelajar</i> |

#### 4. Teori Kepemimpinan (MB6014)

|                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                  |                                                                       |                          |
|-------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-----------------------------------------------------------------------|--------------------------|
| <b>Kode Matakuliah:</b><br><i>MB 6014</i> | <b>Bobot sks:</b><br>3sks                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | <b>Semester:</b> | <b>KK / Unit Penanggung Jawab:</b><br>People and Knowledge Management | <b>Sifat:</b><br>Pilihan |
| <b>Nama Matakuliah</b>                    | Teori Kepemimpinan                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                  |                                                                       |                          |
|                                           | Leadership Theory                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                  |                                                                       |                          |
| <b>Silabus Ringkas</b>                    | Mata ajaran ini ditujukan untuk kelas MSM yang akan melengkapai student dengan perspektif yang luas mengenai kepemimpinan yang mencakup 4 area penting untuk pengembangan untuk kinerja                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                  |                                                                       |                          |
|                                           | Leadership theory class are designed for master's degree in management with broad perspectives that cover 4 big areas related to the development of leadership essentials for improving business and or organizational performance                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                  |                                                                       |                          |
| <b>Silabus Lengkap</b>                    | Mata ajaran ini ditujukan untuk kelas MSM yang akan melengkapai student dengan perspektif yang luas mengenai kepemimpinan yang mencakup 4 area . Minat mahasiswa dpt di kategorikan dalam ke 4 area yaitu area pemimpinan sebagai individu , tanggung jawab individu dalam lingkungan (group) , area ke 3 mencakup bagaimana kepemimpinan mempengaruhi kinerja, sedangkan area 4 terdiri dari analisa kepemimpinan yang terpadu dan kontekstual .                                                                                                                                                                                                                                                                             |                  |                                                                       |                          |
|                                           | Leadership theory class are designed for master's degree in management with broad perspectives that cover 4 big areas related to the development of leadership essentials. Each area will determined the area of interest of student in learning leadership. Area one will elaborate all approaches in learning leaders as an individual, area two will discuss the responsibility of leaders that living in the society, area 3 will cover leadership and organizational performance linkage, and area 4 will cover the analysis of leadership development to propose new contextual design                                                                                                                                  |                  |                                                                       |                          |
| <b>Luaran (Outcomes)</b>                  | <ol style="list-style-type: none"> <li>1. An outstanding and comprehensive knowledge and understanding the essentials of leadership from time to time , school of thought of previous scholars and current study</li> <li>2. A capability to analyze the relationship between the elements of leadership and organizational performance (from area 1 to area 4)</li> <li>3. A capability to design research proposal relate to Indonesian contextual , that cover socio political issues in the perspective of academicians – business entity – government</li> <li>4. An interest and willingness to develop leadership competencies as an individual</li> <li>5. Ability to designed model of leadership program</li> </ol> |                  |                                                                       |                          |
| <b>Matakuliah Terkait</b>                 | Organizational Behavior                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                  |                                                                       |                          |

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|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------|----------------------------|
| <b>Bidang Akademik dan Kemahasiswaan ITB</b>                                                                                                                                                                                   | <b>Kur2013-Program Studi</b><br>Magister Sains Manajemen | <b>Halaman 31 dari 100</b> |
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|                           |                                                                                                                                                                                                                                                                                                                                             |
|---------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Kegiatan Penunjang</b> | [Praktikum, Paper journal (research based).]                                                                                                                                                                                                                                                                                                |
| <b>Pustaka</b>            | Hughes, ,Ginnet,Curphy - Leadership , newest, McGraw Hill (utama)                                                                                                                                                                                                                                                                           |
|                           | House R et all, Culture, Leadership and Organization , newest, Sage Publication 2004 ( Utama)                                                                                                                                                                                                                                               |
|                           | Bangun YR, Anggoro Y, Kepemimpinan ABG , 1 <sup>st</sup> , SBM ITB, 2012 ( utama)                                                                                                                                                                                                                                                           |
| <b>Panduan Penilaian</b>  | [assignments paper – critical review, research proposal,]<br>1. In-class participation: 20% (including Individual lecturing presentation)<br>2. Quiz on Reading Assignment: 10%<br>3. Weekly paper critical Review 35% (including a written report)<br>4. Leadership research proposal and presentations: 35% (including a written report). |
| <b>Catatan Tambahan</b>   | <i>It may be needed to interview leader as role model as one of assignment</i>                                                                                                                                                                                                                                                              |

| <b>Mg #</b> | <b>Topik</b>                                                  | <b>Sub Topik</b>                                                                                          | <b>Capaian Belajar Mahasiswa</b>                                                                                                                                                                   | <b>Sumber Materi</b>                                                                                                                     |
|-------------|---------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------|
| 1           | Learning Leadership Framework                                 | Leadership and Organizational Performance                                                                 | An outstanding and comprehensive knowledge and understanding the essentials of leadership from time to time , school of thought of previous scholars and current study                             | READING (journal ,articles<br>ASSIGNMENT<br>From Plato- Machiavelinism, Character.                                                       |
| 2           | Leader as individual –                                        | Leaders`character – Traits<br>From time to time                                                           | An outstanding and comprehensive knowledge and understanding the essentials of leadership from time to time , school of thought of previous scholars and current study                             | <i>From Traits Theory - Paul and Hersey Blanchard work – Transactional Theory<br/>Servant Leadership</i>                                 |
| 3           | Leadership and Business Performance                           | Leadership and Team Effectiveness                                                                         | A capability to analyze the relationship between the elements of leadership and organizational performance (from area 1 to area 4)                                                                 | <i>Research Based Paper on Leadership Characters</i>                                                                                     |
| 4           | Leadership and Culture (current cases)                        | Leadership and Culture Change<br>OCAI<br>Denison model<br>Measuring Corporate Culture and Corporate Value | A capability to analyze the relationship between the elements of leadership and organizational performance (from area 1 to area 4)                                                                 | <i>Research Based Paper</i>                                                                                                              |
| 5           | From Pouzes – Kosner – Goleman and Bass Avolio John Antonakis | Transformational Leadership<br>Strategic Leadership                                                       | <i>Able to identify the way Pouzes, Kosner , Goleman, Bass and Avolio works and contribution</i>                                                                                                   | <i>Research Based paper</i>                                                                                                              |
| 6           | The Dark side of Leadership                                   |                                                                                                           | <i>Able to identify – the dark side of power – leadership</i>                                                                                                                                      | <i>Articles and Research Based Paper</i>                                                                                                 |
| 7           | PAPER SUMMIT – LEADERSHIP RESEARCH Framework                  |                                                                                                           |                                                                                                                                                                                                    |                                                                                                                                          |
| 8           | Leadership ( ABG)                                             | <i>Model of Leadership Academic – Business – Government</i>                                               | A capability to understand and to identify key success factor of outstanding of effective leadership<br><br><i>Able to distinguish characters and skills that support leadership effectiveness</i> | <i>Kepemimpinan ABG (Academic – Business and Government)<br/><br/>White paper from Business Leadership – Ashridge School of Business</i> |
| 9           | Government Leadership                                         | Revitalization Government Leadership sector                                                               | <i>Able to proposed an idea to improve leadership in government and public owned company</i>                                                                                                       | <i>Kennedy School of Government – Harvard University (articeles – newest journals)<br/>Kepemimpinan ABG</i>                              |
| 10          | Leadership and decision making                                | Leader and Conflict                                                                                       | <i>Understand the way of effective decision making in certain situation</i>                                                                                                                        | Vroom Model<br>Kepner and Tregoe Model                                                                                                   |
| 11          | Leadership development Program in big companies               | Advance Leadership Development                                                                            | <i>Understanding how current company develop their leadership program and finding gaps and area of opportunities to develop</i>                                                                    | <i>White paper – articles – McKinsey. Abberdeen – Accenture – current development program</i>                                            |
| 12          | Leadership and Business Strategy                              | Understanding Business – Environment –                                                                    | <i>Able to propose how to align business strategy to leadership style and develop approach</i>                                                                                                     | MIT,Harvard articles                                                                                                                     |



|    |                                    |            |                                                                                                                                                                               |  |
|----|------------------------------------|------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|
|    |                                    | Turbulence |                                                                                                                                                                               |  |
| 13 | Leadership and Culture on Research |            | A capability to design research proposal relate to Indonesian contextual , that cover socio political issues in the perspective of academician – business entity – government |  |
| 14 | FINAL TEST                         |            |                                                                                                                                                                               |  |

## 5.Manajemen Konflik dan Perubahan (MB6015)

|                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                  |                                                                           |                          |
|-----------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|---------------------------------------------------------------------------|--------------------------|
| <b>Kode Matakuliah:</b><br>MB6015 | <b>Bobot sks:</b><br>3 SKS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | <b>Semester:</b> | <b>KK / Unit Penanggung Jawab</b><br>PKM: People and Knowledge Management | <b>Sifat:</b><br>Pilihan |
| <b>Nama Matakuliah</b>            | Konflik dan Manajemen Perubahan                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                  |                                                                           |                          |
|                                   | Conflict and change management                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                  |                                                                           |                          |
| <b>Silabus Ringkas</b>            | Suatu tantangan yang menantang dan gigih bagi banyak organisasi dan para pemimpin/manajernya adalah bagaimana untuk menginisiasi, memimpin, mengatur, mengimplementasi dan mempertahankan suatu perubahan yang besar. Usaha-usaha keras dalam manajemen perubahan adalah menjadi topik populer dan utama bagi konsultan manajemen dan dapat menggugah juga para top manajemen. Dengan menggunakan konsep umum konflik dan manajemen perubahan, kemudian menjadi sorotan di dalam sub bagiannya yaitu konflik-negosiasi-perubahan.                                                                                                                                                                                                                   |                  |                                                                           |                          |
|                                   | A pervasive challenge for all organizations and their leaders/managers is how to initiate, lead, manage, implement, and sustain major change. Organizational Change efforts are the lifeblood of management consulting and engage top management attention as well. Using the general concept of conflict and change management as a context, we then zoom in on a subset of conflict–negotiation-change.                                                                                                                                                                                                                                                                                                                                           |                  |                                                                           |                          |
| <b>Silabus Lengkap</b>            | Mata kuliah ini mengajarkan tentang organisasi yg efektif, mengenali tools management dalam rangka mengidentifikasi permasalahan dan tuntutan organisasi, memahami rancangan organisasi/group/jobs, mengenali intervensi yang dapat diambil dan merancang langkah-langkah dalam rangka mengelola dan memimpin perubahan serta mengelola kemungkinan konflik yang akan muncul dalam suatu perubahan di organisasi.                                                                                                                                                                                                                                                                                                                                   |                  |                                                                           |                          |
|                                   | Students will learn about Organizational Effectiveness, Management Tools which will be needed to conduct an Action Reserach in order to validate organizational problems and organizational imperatives to change, know design element at organizational/ groups/jobs level, know what type os interventions mostly appropriate to answer the organizational needs, and the process for leading and managing change and the possibilities of conflicts whereas implementing the internal organizational change.                                                                                                                                                                                                                                     |                  |                                                                           |                          |
| <b>Luaran (Outcomes)</b>          | <ul style="list-style-type: none"> <li>• Providing the students with the knowledge and exercises about Organizational Change.</li> <li>• Allowing students use the Change Management Techniques to help executing Corporate Transformation programs.</li> <li>• Introducing the students with the Human relationship skills which are utmost important to lead and manage Change.</li> <li>• Providing the students with the knowledge and exercises about Conflict Management.</li> <li>• Allowing students use the Conflict Management Techniques to help mastering Communication and Negotiation skills.</li> <li>• Introducing the students with the Human relationship skills which are utmost important to lead and manage Change.</li> </ul> |                  |                                                                           |                          |
| <b>Matakuliah Terkait</b>         | Manajemen Modal Insani                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                  |                                                                           |                          |
|                                   | Psikologi dan Perilaku Organisasi                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                  |                                                                           |                          |
| <b>Kegiatan Penunjang</b>         | Individual Assignment: Mempelajari Design Organisasi satu entitas bisnis                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                  |                                                                           |                          |
| <b>Pustaka</b>                    | Jean Helms Mills, Kelly Dye and Albert J. Mills, “Understanding Organizational Change”, Routledge, London and New York, 2009.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                  |                                                                           |                          |
|                                   | Cummings, Thomas G., Worley, Christopher G., Organization Development & Change, Ninth Edition, South Western, CENGAGE Laerning, 2009.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                  |                                                                           |                          |
|                                   | Baden Eunson: “Conflict Management”, John Wiley & Sons Australia, 2007.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                  |                                                                           |                          |
|                                   | Mark Gerzon:”Leading Through Conflict: How Successful Leaders Transform Differences into Opportunities”, Harvard Business School Press, 2006.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                  |                                                                           |                          |
| <b>Panduan Penilaian</b>          | 4. In-class participation: 20% (including Individual lecturing presentation)<br>5. Quiz on Reading Assignment: 10%<br>6. Organizational Change report presentation under the title (will be discussed further during session 1): <b>“Leading and Managing Organizational Change: The Evolution of the Field”</b> : 35% (including a written report)<br>7. Conflict research project proposal presentations: 35% (including a written report).                                                                                                                                                                                                                                                                                                       |                  |                                                                           |                          |
| <b>Catatan Tambahan</b>           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                  |                                                                           |                          |

| Mg# | Topik                                          | Sub Topik                                                                                                                              | Capaian Belajar Mahasiswa                            | Sumber Materi                      |
|-----|------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------|------------------------------------|
| 1   | Organizations and Organizational Effectiveness | What is an Organization?<br>Organizational Structure,<br>Culture, Design, and Change<br>How to measure<br>Organizational Effectiveness | Memahami konsep organisasi dan organisasi yg efektif | Ch01, Ch05, Ch06, and Ch07 (Jones) |

**Bidang Akademik dan Kemahasiswaan ITB**

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Magister Sains Manajemen**

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|    |                                                                    |                                                                                                                                                                                                                                       |                                                                                                                                                                        |                                        |
|----|--------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------|
| 2  | General Introduction to Organization Development                   | <i>Laboratory Training<br/>Action Research<br/>Productivity and QWL<br/>Strategic Change</i>                                                                                                                                          | Memahami evolusi pengembangan organisasi dan beberapa batu loncatan yang utama                                                                                         | Ch01 (Cummings)                        |
| 3  | The Nature of Planned Change                                       | <i>Theories of Planned Change<br/>General Model of Planned Change<br/>Different Types of Planned Change</i>                                                                                                                           | Memahami dan mampu membedakan berbagai macam Perubahan yg terencana (Planned Change)                                                                                   | Ch02 (Cummings)                        |
| 4  | The Process of Organization Development                            | <i>Entering &amp; Contracting<br/>Diagnosing Organization</i>                                                                                                                                                                         | Memahami langkah-langkah dalam rangka mengembangkan organisasi                                                                                                         | Ch04 & Ch05 (Cummings)                 |
| 5  | The Process of Organization Development                            | <i>Diagnosing Groups and Jobs<br/>Collecting and Analyzing Diagnostic Information<br/>Feeding Back Diagnostic Information</i>                                                                                                         | Memahami langkah-langkah dalam rangka mengembangkan organisasi. Mampu mengenali komponen organisasi<br>Mampu mengkomunikasikan hasil identifikasi awal suatu perubahan | Ch06, Ch07, and Ch08 (Cummings)        |
| 6  | Designing Interventions                                            | <i>Effective Interventions<br/>Designing effective interventions</i>                                                                                                                                                                  | Memahami berbagai jenis Interventions dalam rangka mengembangkan organisasi                                                                                            | Ch09, Ch17 (Cummings)                  |
| 7  | Leading and Managing Change                                        | <i>Motivating Change<br/>Creating Vision<br/>Developing Political Support<br/>Managing the Transition<br/>Sustaining Momentum</i>                                                                                                     | Memahami dan mampu membuat langkah-langkah dalam mengelola dan memimpin perubahan<br>Mampu mengkomunikasikan tahapan perubahan sebagai agen perubahan                  | Ch10 (Cummings)                        |
| 8  | <b>Mid-term Test</b>                                               |                                                                                                                                                                                                                                       |                                                                                                                                                                        |                                        |
| 9  | Conflict – the Basics<br>Conflict Development                      | Is conflict always a bad thing?<br>What causes conflict?<br>Conflict-handling styles<br>The conflict spiral<br>Conflict in organizations                                                                                              | Mampu menganalisa penyebab konflik dalam organisasi dan mengatasi konflik secara dasar                                                                                 | Ch 1: Baden<br>Ch 2: Baden             |
| 10 | Approaches to Managing Conflict<br>Negotiation – the Basics        | Negotiation<br>Interpersonal skills<br>Group dynamics<br>Contact and communication<br>What is negotiations?<br>Choosing approaches                                                                                                    | Mampu memahami konsep negosiasi, interpersonal, komunikasi dan kontak. Serta mampu menentukan pendekatan-pendekatan dalam negosiasi                                    | Ch 3: Baden<br>Ch 4: Baden             |
| 11 | Positions, Concessions and Interests<br>Getting Ready to Negotiate | Positions, fallbacks and bottom lines<br>Concessions<br>Positives versus interests<br>Investing time in uncovering interests<br>Territory and negotiation<br>Power and negotiation<br>Time and negotiation<br>Publics and negotiation | Mampu memahami untuk memposisikan diri dalam suatu konflik di organisasi terhadap suatu wilayah, kekuatan, waktu dan kepentingan umum.                                 | Ch 5: Baden<br>Ch 6: Baden             |
| 12 | Negotiation Styles<br>Negotiation Tools and Planning               | Warner's style model<br>Arronoff and Wilson's style                                                                                                                                                                                   | Mampu memahami dan mendalami model negosiasinya Warner dan Arronoff dan Wilson                                                                                         | Ch 7: Baden<br>Ch 8: Baden             |
| 13 | The Demagogue<br>The Manager<br>The Mediator                       | Leadership and conflict<br>Three faces of conflict                                                                                                                                                                                    | Memahami konsep hubungan antara kepemimpinan dan konflik dalam organisasi                                                                                              | Ch 1: Mark<br>Ch 2: Mark<br>Ch 3: Mark |
| 14 | Presentasi proposal konflik dan manajemen perubahan                | Mempresentasikan proposal proyek tentang konflik dan manajemen perubahan dalam suatu organisasi (perusahaan di Indonesia)                                                                                                             |                                                                                                                                                                        |                                        |
| 15 | <b>Guest Lecture</b>                                               |                                                                                                                                                                                                                                       |                                                                                                                                                                        |                                        |
| 16 | <b>Final Test</b>                                                  |                                                                                                                                                                                                                                       |                                                                                                                                                                        |                                        |

## 6. Perilaku Organisasi (MB6016)

|                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                  |                                                                                  |                          |
|-----------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|----------------------------------------------------------------------------------|--------------------------|
| <b>Kode Matakuliah:</b><br>MB6016 | <b>Bobot sks:</b> 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | <b>Semester:</b> | <b>KK / Unit Penanggung Jawab:</b><br>Sub KK Manajemen<br>Pengetahuan dan Insani | <b>Sifat:</b><br>Pilihan |
| <b>Nama Matakuliah</b>            | Perilaku Organisasi<br><i>Organizational Behavior</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                  |                                                                                  |                          |
| <b>Silabus Ringkas</b>            | Matakuliah ini dirancang untuk memberi pengetahuan dasar tentang perilaku manusia yang diperlukan untuk memberikan lingkungan organisasional yang efektif. Ada tiga elemen dasar yaitu: 1) perilaku individu dalam organisasi, 2) perilaku kelompok dalam organisasi, 3) bagaimana perilaku ini mempengaruhi kinerja organisasi secara keseluruhan. Penekanan akan diberikan pada perbedaan individu, sikap, motivasi, kepuasan kerja, komunikasi, kepemimpinan, stress, perubahan dan budaya organisasi.<br><i>This course was designed to provide basic knowledge about effective behaviour needed to create productive and healthy organizational relationships. There are 3 basic elements, such as: 1) individuals' behaviour within the organization, 2) group's behaviour within the organization, 3) how these behaviours influence the organization's performance as a whole. The emphasis will be put on individual differences, attitude, motivation, job satisfaction, communication, leadership, stress, change and organizational culture.</i> |                  |                                                                                  |                          |

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| <b>Bidang Akademik dan Kemahasiswaan ITB</b>                                                                                                                                                                                   | <b>Kur2013-Program Studi<br/>Magister Sains Manajemen</b> | <b>Halaman 34 dari 100</b> |
| Template Dokumen ini adalah milik Direktorat Pendidikan - ITB<br>Dokumen ini adalah milik Program Studi Magister Sains Manajemen ITB.<br>Dilarang untuk me-reproduksi dokumen ini tanpa diketahui oleh Dirdik-ITB dan SBM-ITB. |                                                           |                            |

|                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                   |           |                                |           |                   |           |
|-----------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------|-----------|--------------------------------|-----------|-------------------|-----------|
| <p><i>Silabus Lengkap</i></p>     | <p>Analisis perilaku manusia di lingkungan kerja pada level individual, interpersonal, kelompok dan organisasi. Penekanan akan diberikan pada pengembangan pengetahuan serta kompetensi interpersonal untuk mendorong agar individu dapat bekerja secara efektif sebagai manajer atau profesional dalam konteks perubahan yang cepat, berorientasi pada tim, perbedaan budaya dan secara teknologi terintegrasi pada perubahan iklim global sebagai tantangan yang dihadapi oleh organisasi modern. Topik-topik yang akan diberikan mencakup kepribadian dan sikap, motivasi, kemampuan berkomunikasi dan mengendalikan stress, kelompok yang efektif serta dinamika kelompok, kepemimpinan, pengambilan keputusan, etika, perancangan organisasi, manajemen konflik, budaya organisasi dan politik, perubahan organisasi. Berbagai pendekatan dalam kelas akan digunakan seperti kuliah, pembahasan artikel ilmiah, tugas kelompok, presentasi, serta berbagai teknik pembelajaran lainnya.</p>                                                                                                                                                                                                                                                                                                                                                                              |                                   |           |                                |           |                   |           |
|                                   | <p>An analysis of human work behavior at the individual, interpersonal, team and organizational levels. Emphasis is on the development of interpersonal competencies to allow individuals to effectively work as managers or professionals in the rapidly changing, team-oriented, culturally diverse and technologically integrated global climate facing modern organizations. Includes topics such as personality and attitudes, perception and attribution, motivation, communication, work stress, group and team dynamics, leadership, decision making, ethics, job and organization design, conflict management, organizational culture and politics, and organizational change. Varied classroom approaches include lectures, cases, team projects, presentations and other experiential training techniques</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                   |           |                                |           |                   |           |
| <p><i>Luaran (Outcomes)</i></p>   | <ol style="list-style-type: none"> <li>1. Untuk meningkatkan efektivitas perusahaan dan anggotanya secara berkelanjutan</li> <li>2. Untuk memahami bagaimana dan mengapa orang-orang dan kelompok berperilaku seperti yang ditunjukkan?</li> <li>3. Untuk mengidentifikasi proses dan metode yang dapat memperbaiki perilaku dan sikap dan efektivitas dari anggota perusahaan. Untuk mengembangkan dan meningkatkan keahlian sebagai anggota dan manajer perusahaan.</li> </ol> <p>Mampu melakukan riset terkait dengan OB dan HRM dengan pendekatan yang aktual</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                   |           |                                |           |                   |           |
| <p><i>Matakuliah Terkait</i></p>  | <table border="1" style="width: 100%;"> <tr> <td style="width: 50%;">Kajian Konsep Pemikiran Manajemen</td> <td style="width: 50%;">Prasyarat</td> </tr> <tr> <td>Conflict and Change Management</td> <td>Prasyarat</td> </tr> <tr> <td>Leadership Theory</td> <td>Prasyarat</td> </tr> </table>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Kajian Konsep Pemikiran Manajemen | Prasyarat | Conflict and Change Management | Prasyarat | Leadership Theory | Prasyarat |
| Kajian Konsep Pemikiran Manajemen | Prasyarat                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                   |           |                                |           |                   |           |
| Conflict and Change Management    | Prasyarat                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                   |           |                                |           |                   |           |
| Leadership Theory                 | Prasyarat                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                   |           |                                |           |                   |           |
| <p><i>Kegiatan Penunjang</i></p>  | <p>Tutorial</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                   |           |                                |           |                   |           |
| <p><i>Pustaka</i></p>             | <p>Buku teks wajib:</p> <ol style="list-style-type: none"> <li>1. Buchanan dan Huczynski, "Organizational Behavior: An Introductory Text", Prentice Hall, Inc.</li> <li>2. Schermerhorn. Organizational Behavior</li> <li>3. Ivancevich, Konopaske, Matteson, "Organizational Behavior and Management", McGraw Hill</li> <li>4. HRM – Noe</li> <li>5. Strategic Human Capital related books</li> </ol> <p>Pendukung:</p> <p>De Janasz, et al; "Interpersonal Skills in Organization" Mc Graw Hill Inc.</p> <p>Artikel ilmiah dari berbagai jurnal</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                   |           |                                |           |                   |           |
| <p><i>Panduan Penilaian</i></p>   | <p>Your performance in this subject shall be evaluated with the following forms:</p> <ol style="list-style-type: none"> <li>1. Quiz (10%)</li> <li>2. Mid Test and Final test (50%)</li> <li>3. Assignment (20%)</li> <li>4. Group discussion and participation (20%)</li> </ol>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                   |           |                                |           |                   |           |
| <p><i>Catatan Tambahan</i></p>    | <p>Perkuliahan dapat diberikan dalam bentuk seminar yang memfokuskan pada perilaku organisasi dan fungsinya dalam meningkatkan efektivitas organisasi serta kaitannya dengan manajemen manusia.</p> <p>Agar seminar berhasil maka menjadi prasyarat bagi semua peserta untuk membaca sebelum seminar dilaksanakan, agar dapat memberikan pemikiran pada issue yang dikemukakan. Seminar akan diselenggarakan dalam bentuk diskusi atas berbagai issue tadi.</p> <p>Disamping tugas baca, agar dapat memahami lebih baik teori kepemimpinan, ada tiga tugas lain yaitu:</p> <ul style="list-style-type: none"> <li>• Makalah pendek (4 – 6 halaman) yang membandingkan secara kritis berbagai pendekatan pada teori kepribadian, motivasi, kepemimpinan, manajemen konflik.</li> <li>• Aktivitas kelompok kecil yang mencakup a) pemilihan studi kasus untuk didiskusikan, b) menyiapkan presentasi untuk kasus tersebut, dan c) memimpin diskusi dalam seminar. Anggota kelompok kecil untuk seminar ini akan ditentukan.</li> <li>• Makalah seminar akhir (18 – 21 halaman) dengan topic yang dipilih oleh mahasiswa, dengan saran dosen dan harus dikumpulkan akhir semester.</li> </ul> <p><b>Makalah UAS (seminar) :</b> dikumpulkan seminggu sebelum seminar dilaksanakan</p> <p><b>Peran Perilaku Organisasi dalam Manajemen Manusia dan Efektivitas Organisasi</b></p> |                                   |           |                                |           |                   |           |

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|  | <p>Makalah akhir ini merupakan diskusi berkenaan dengan kejadian mutakhir (studi kasus), pada topic topic kepribadian, tata nilai, kepemimpinan, motivasi dikaitkan dengan budaya, manajemen perubahan, efektivitas organisasi.</p> <p>Pilih satu topic, dapatkan 3 sampai 5 makalah yang membahas topic tersebut serta pemakaiannya dalam manajemen manusia dan organisasi.</p> |
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| Mg# | Topik                                     | Sub Topik                                          | Capaian Belajar Mahasiswa                                                                                   | Sumber Materi               |
|-----|-------------------------------------------|----------------------------------------------------|-------------------------------------------------------------------------------------------------------------|-----------------------------|
| 1   | OB Introduction                           | Class Objectives + Grading                         | Mengetahui gambaran umum mengenai OB                                                                        | Schermerhon Chapter 1       |
| 2   | Understanding Self                        | personality                                        | Mengetahui konsep diri, personalitas, motivasi, dsb.                                                        | Schermerhon Chapter 4, 5, 6 |
| 3   | Individual Complexity in the Organization | Dinamika individu melalui konsep psychoanalysis    | Mengetahui kompleksitas individu melalui konsep-konsep psikologi bawah sadar                                | Pervin chapter 3 dan 4      |
| 4   | Interpersonal Relations                   | Hubungan atasan dan bawahan                        | Mengetahui dinamika hubungan atasan dan bawahan khususnya melalui proses transference, coaching & mentoring | David Whetten, chapter 5    |
| 5   | Grup                                      | Perkembangan grup dan sinergi di dalamnya          | Memahami proses pembentukan grup dan bagaimana mensinergikan individu ke kelompok kerja                     | Schermerhorn Chapter 9, 10  |
| 6   | Dinamika Tim                              | Tim formal dan informal                            | Mengetahui dinamika kelompok serta perilakunya di organisasi                                                | Gabriel Chapter 8           |
| 7   | Mengelola Emosi di organisasi             | Psikologi positif, spiritualitas                   | Memahami pentingnya psikologi positif dan spiritualitas dalam mengelola emosi                               | Snyder                      |
| 8   | Ujian tengah Semester                     |                                                    | ii.                                                                                                         | iii.                        |
| 9   | Pengambilan Keputusan                     | Mengelola konflik dan proses pengambilan keputusan | Memahami proses pengambilan keputusan dan pengelolaan konflik antar anggota                                 | Schermerhorn chapter 17     |
| 10  | Kinerja Organisasi                        | Kepemimpinan dan budaya kerja                      | Memahami keterkaitan kepemimpinan dan budaya kerja terhadap kinerja organisasi                              | Schermerhorn chapter 19     |
| 11  | Dinamika Organisasi                       | Politik dan kekuasaan                              | Memahami sumber kekuasaan serta perilaku politik dalam organisasi                                           | Schermerhorn chapter 18     |
| 12  | Organisasi Pembelajaran                   | Knowledge management                               | Memahami 5 praktik LO serta penerapannya dalam KM                                                           | Tjakraatmadja & Lantu       |
| 13  | International Context                     | Global competitive index                           | Mengetahu penerapan GCI dan bagaimana meningkatkannya                                                       | Dari berbagai sumber        |
| 14  | Presentasi Proposal Riset                 |                                                    | Memahami serta mampu merancang penelitian di bidang perilaku organisasi                                     | Dari berbagai sumber        |
| 15  | Presentasi Proposal Riset                 |                                                    | Memahami serta mampu merancang penelitian di bidang perilaku organisasi                                     | Dari berbagai sumber        |
| 16  | Ujian Akhir Semester (Final test)         |                                                    | vii.                                                                                                        | viii.                       |

## 7. Ilmu Perilaku Lanjut (MB6017)

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| <b>Kode Matakuliah:</b> | <b>Bobot sks:</b> 3                                                                                                                                                                                                                                                                                                                                                                                                                                                   | <b>Semester:</b> 2 | <b>KK / Unit Penanggung Jawab:</b><br>People and Knowledge Management | <b>Sifat:</b><br>Pilihan |
| <b>Nama Matakuliah</b>  | Ilmu Perilaku Lanjut                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                    |                                                                       |                          |
|                         | Advance Behavior                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                    |                                                                       |                          |
| <b>Silabus Ringkas</b>  | Fokus dari kuliah ini adalah pada perilaku manusia dalam konteks organisasi.                                                                                                                                                                                                                                                                                                                                                                                          |                    |                                                                       |                          |
|                         | The focus of this course is on human behavior in the context of the organization.                                                                                                                                                                                                                                                                                                                                                                                     |                    |                                                                       |                          |
| <b>Silabus Lengkap</b>  | Efisiensi kerja, kinerja dan keberhasilan perusahaan tergantung pada kombinasi dari faktor organisasi dan orang yang sangat mungkin dipengaruhi oleh bagaimana orang bekerja sama. Fokus dari kuliah ini adalah pada perilaku manusia dalam konteks organisasi.<br>Desain kuliah ini tentu saja didasarkan pada asumsi bahwa hampir setiap aspek kehidupan pekerjaan dipengaruhi oleh cara atasan dan bawahan berperilaku dalam rangka mencapai tujuan organisasi dan |                    |                                                                       |                          |

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| <b>Bidang Akademik dan Kemahasiswaan ITB</b>                                                                                                                                                                                              | <b>Kur2013-Program Studi Magister Sains Manajemen</b> | <b>Halaman 36 dari 100</b> |
| <p>Template Dokumen ini adalah milik Direktorat Pendidikan - ITB<br/> Dokumen ini adalah milik Program Studi Magister Sains Manajemen ITB.<br/> Dilarang untuk me-reproduksi dokumen ini tanpa diketahui oleh Dirdik-ITB dan SBM-ITB.</p> |                                                       |                            |

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|                           | tujuan. Kuli                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
|                           | Work efficiency, performance and the success of a firm depend on a combination of organizational and people factors is very likely to be influenced by how people work together. The focus of this course is on human behavior in the context of the organization.<br>The course design is based on the assumption that virtually every aspect of our work life is affected by the way superiors and subordinates behave in the course of achieving organizational goals and objectives.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>Luaran (Outcomes)</b>  | In the broadest perspective, the goals of this course is to assist students to recognize and to better understand behaviors that impact the effectiveness of organizations at the personal, group and organization levels. More specific goals include: <ul style="list-style-type: none"> <li>• Through the readings, presentation and discussions, demonstrate your understanding of OB concepts, issues and theories;</li> <li>• Through discussions, case analysis, books or articles summary, writing short papers and developing research papers, demonstrate your abilities to analyzing, evaluating and creating of OB concepts, topics and theories;</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>Matakuliah Terkait</b> | -                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>Kegiatan Penunjang</b> | Project, Lecturing, Individual assignment, presentation                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| <b>Pustaka</b>            | <ul style="list-style-type: none"> <li>• Frans Mardi Hartanto (2009), "Paradigma Baru Manajemen di Indonesia", Mizan</li> <li>• Geertz, Clifford, "The Interpretation of Culture", Basic Books, inc</li> <li>• Goffman, Erving "Stigma"</li> <li>• Keesing, Roger. M "Kin Group and Social Structure", Holt Reinhart &amp; Winston.</li> <li>• Murayama, Motofusa (2001) "Business Anthropology: 'Glocal' Management",</li> <li>• Peter Senge (1994), "The Fifth Discipline Fieldbook", Doubleday &amp; Currency NY)</li> <li>• Schaefer, Richard T. (2006), "Sociology: a Brief Introduction", sixth edition. International edition, McGraw Hill</li> <li>• Steven McShane and Mary Ann Von Glinow (2007), "Organizational Behavior [essentials]", McGraw Hill.</li> <li>• Tan Joo Seng and Chi Ching RG (2002), "Emerging Issues in Organizational Behavior- an Asian Perspective of Globalization's Challenges", McGraw Hill</li> <li>• William J. Lammers and Pietro Badia (2005), "Fundamentals of Behavioral Research", Thomson Wardworth</li> </ul> |
| <b>Panduan Penilaian</b>  | The weights for the components of the course are as follows: <ol style="list-style-type: none"> <li>1. Individual Critique of an article and Presentation (CAP):..... 30%</li> <li>2. Individual Research Paper or Reserch Proposal and Presentation (SRP): 40%</li> <li>3. Individual Discussion and Presentation (IDP): ..... 20%</li> <li>4. Individual Book/Chapters or Articles Summary (BAS): .....10%</li> </ol> <p style="text-align: center;"><b>ix.</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>Catatan Tambahan</b>   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |

| Mg# | Topik        | Sub Topik                               | Capaian Belajar Mahasiswa                                               | Sumber Materi                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
|-----|--------------|-----------------------------------------|-------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1   | Introduction | Welcome and Introduction to OB-1        | Memahami konsep-konsep dasar perilaku organisasi                        | <ul style="list-style-type: none"> <li>• Syllabus and Course Plan</li> <li>• Lecturing: Organizational Behavior Introduction</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                            |
| 2   | Introduction | Introduction to OB-2                    | Memahami konsep-konsep dasar perilaku organisasi                        | <ul style="list-style-type: none"> <li>• Geertz, Clifford, Interpretation of Culture</li> <li>• Hann, Chris. 2000 Social Anthropology. Teach Yourself. Part I :Introduction Chapter 4 (Doing Social Anthropology)</li> </ul>                                                                                                                                                                                                                                                                                                                       |
| 3   | Society      | The Foundation of Society:<br><b>4.</b> | Memahami dan mampu menganalisis hal-hal yang membentuk kehidupan sosial | <ul style="list-style-type: none"> <li>• Goffman, Erving "Stigma"</li> <li>• Macionis, John T. (2005), "Sociology", sixth edition, Prentice Hall: Chapter 3</li> <li>• Jannis Kallinikos (Jan 2004), "The Social Foundations of the Bureaucratic Order", Organization; 11, 1; ABI/INFORM Global, pg. 13</li> <li>• Donald O Henry; Harold J Hietala; Arlene M Rosen; Yuri E Demidenko; et al, (Mar 2004), "Human Behavioral Organization in the Middle Paleolithic: Were Neanderthals Di...", American Anthropologist; 106. 1; Academic</li> </ul> |

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| <b>Bidang Akademik dan Kemahasiswaan ITB</b>                                                                                                                                                                                   | <b>Kur2013-Program Studi Magister Sains Manajemen</b> | <b>Halaman 37 dari 100</b> |
| Template Dokumen ini adalah milik Direktorat Pendidikan - ITB<br>Dokumen ini adalah milik Program Studi Magister Sains Manajemen ITB.<br>Dilarang untuk me-reproduksi dokumen ini tanpa diketahui oleh Dirdik-ITB dan SBM-ITB. |                                                       |                            |

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|----|-------------------------------------|-------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|    |                                     |                                                             |                                                                                                                                       | Research Library, pg. 17                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| 4  | Society                             | Human Behavior                                              | Memahami konsep perilaku manusia dan faktor-faktor apa saja yang mempengaruhinya                                                      | <ul style="list-style-type: none"> <li>• Keesing, Roger M “ Kin Group and Social Structure”</li> <li>• Murayama, Motofusa, Business Anthropology: Glocal Management”</li> <li>• Hann, Chris. 2000 Social Anthropology. Teach Yourself. Part V: Relating and Belonging Chapter 24 (Contingent and primordial identities)</li> </ul>                                                                                                                                                                                                                                                                                                                          |
| 5  | Society                             | Influences of Business Context to Organizational Behavior   | Memahami pengaruh dari situasi bisnis terhadap perilaku organisasi                                                                    | <ul style="list-style-type: none"> <li>• FM Hartanto, “Paradigma Baru Manajemen Indonesia”, Mizan, 2009:</li> <li>• Social lives change anatomy (Chapter-1)</li> <li>• Business paradigm change (Chapter-2)</li> <li>• Organizational and individual behavior Adaptation (Chapter-3)</li> </ul>                                                                                                                                                                                                                                                                                                                                                             |
| 6  | Fundamentals of Behavioral Research | Behavioral Research Perspective                             | Memahami konsep dari riset dalam bidang perilaku                                                                                      | <ul style="list-style-type: none"> <li>• Book/Chapter Summary: “Behavioral Perspective Position in Historical Development of Management Thought”</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| 7  |                                     |                                                             |                                                                                                                                       | <ul style="list-style-type: none"> <li>• Individual assignment: Instrument Design on Specification Table on Playspace Instrument: “From Workplace to Playspace”</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| 8  | OB Development and Application      | Learning in Organizational Behavior                         | Memahami konsep pembelajaran dalam perilaku organisasi                                                                                | <ul style="list-style-type: none"> <li>• Class Discussion on Organizational Learning (Peter Senge (1994), “The Fifth Discipline Fieldbook”, Doubleday &amp; Currency NY)</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| 9  | OB Development and Application      | Positive Psychology in Positive Organization Behavior       | Memahami pengaruh dan kaitan antara psikologi positif dan perilaku organisasi positif dan bagaimana menciptakan perilaku yang positif | <ul style="list-style-type: none"> <li>• Luthans, Bruce J. Avolio, Walumbwa and Weixing Li, “The Psy-Capital of Chinese Workers Exploring the Relationship with Performance”.</li> <li>• Jensen SM; Luthans F. (Summer 2006), “Relationship between Entrepreneurs' Psychological Capital and Their Authentic”, Journal of Managerial Issues. Luthans, Bruce J. Avolio, Walumbwa and Weixing Li, “The Psy-Capital of Chinese Workers Exploring the Relationship with Performance”.</li> <li>• Jensen SM; Luthans F. (Summer 2006), “Relationship between Entrepreneurs' Psychological Capital and Their Authentic”, Journal of Managerial Issues.</li> </ul> |
| 10 | OB Development and Application      | Culture and Leadership Issues in OB                         | Memahami kaitan antara budaya dan kepemimpinan terhadap perilaku organisasi                                                           | <ul style="list-style-type: none"> <li>• Milan Larson, Fred Luthans, “Potential Added Value of Psy-Capital in Predicting Work Attitudes”, Journal of Leadership and Organizational Studies, Flint: 2006, Vol.13, Iss. 1; pg. 45, 18 pgs</li> <li>• Van Fleet D and Griffin RW. (2006), “Dysfunctional Organization Culture (The Role of Leadership in Motivating Dysfunctional Work Behaviors)”, Journal of Managerial Psychology.</li> <li>• Ikushi Yamaguchi (2001), “Perceived organizational support for satisfying autonomy needs of Japanese white color”; Journal of Managerial Psychology 16.6.</li> </ul>                                          |
| 11 | OB Development and Application      | Organizational Behavior in Knowledge Management Perspective | Memahami bagaimana manajemen pengetahuan dapat mempengaruhi perilaku organisasi                                                       | <ul style="list-style-type: none"> <li>• Kwok SH. and Gao S. (2006), “Attitude Towards K-Sharing Behavior; The Journal of Computer Information Systems</li> <li>• Nonaka I and Konno N (1998), “The Concept of “Ba”: Building a Foundation for Knowledge Creation”, California Mgt Review</li> </ul>                                                                                                                                                                                                                                                                                                                                                        |

|    |                                |                                          |                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                              |
|----|--------------------------------|------------------------------------------|----------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|    |                                |                                          |                                                                                                    | <ul style="list-style-type: none"> <li>Berkhouti F. Hertin J. and Gann DM (2006), "Learning to Adapt: Organizational Adaptation to Climate Change Impacts"</li> <li>Lee D. and Steen ED (2007), "Managing Know-How", Working Paper MIT.</li> <li>Soliman F and Spooner K, "Strategies for implementing knowledge management: role of human resources management".</li> </ul> |
| 12 | OB Development and Application | Global Issues in Organizational Behavior | Mengetahui dan mampu menganalisis masalah-masalah global yang berkaitan dengan perilaku organisasi | <ul style="list-style-type: none"> <li>Book Summary and Discussion on Tan Joo Seng and Chi Ching RG book (2002): Emerging Issues in Organizational Behavior - an Asian Perspective of Globalization's Challenges</li> </ul>                                                                                                                                                  |
| 13 | Individual Project             | Students Presentation                    |                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                              |
| 14 |                                |                                          |                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                              |
| 15 |                                |                                          |                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                              |

## 8. Manajemen Kinerja (MB6021)

|                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                    |                                                                    |                       |
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| <b>Kode Matakuliah:</b><br>MB6021 | <b>Bobot sks:</b> 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | <b>Semester:</b> 2 | <b>KK / Unit Penanggung Jawab:</b> Operations Management & Finance | <b>Sifat:</b> Pilihan |
| <b>Nama Matakuliah</b>            | Sistem Pendukung Kinerja                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                    |                                                                    |                       |
|                                   | <i>Performance Support Systems</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                    |                                                                    |                       |
| <b>Silabus Ringkas</b>            | <p>Mata Kuliah Sistem Pendukung Kinerja memberikan bekal bagi mahasiswa untuk memahami bagaimana mendiagnosis kinerja sebuah organisasi yang kontekstual terhadap sistem tertentu. Dalam aspek sistem manajemen kinerja, mahasiswa akan dibekali dengan tahap yang komprehensif dalam merancang sebuah sistem kinerja yang terintegrasi yang terdiri dari 4 langkah yaitu informasi dasar, proses perancangan, penerapan dan updating di mana di tiap langkah beberapa konsep sistem manajemen kinerja dan segala aspeknya akan dibahas secara rinci. Untuk memberikan wawasan yang lebih luas dan pemahaman sistem manajemen kinerja juga diperkenalkan sistem pakar dalam mendukung sebuah sistem kinerja di sebuah perusahaan.</p> <p>The Performance Support Systems subject offers students for dealing mainly in how to design performance management system contextual to certain type of company. In the aspect of design performance management systems, the students will be supported by comprehensive stages in designing integrated performance management systems consist of four stages, namely basic information, designing, implementation and updating in which in each stage there are several concepts, techniques and aspects will be explored in detail. To have broad view and advanced knowledge of performance management system, it would also be introduced experts systems in supporting performance measurement in a company</p>                                                                                                                                          |                    |                                                                    |                       |
| <b>Silabus Lengkap</b>            | <p>Mata Kuliah Sistem Pendukung Kinerja memberikan bekal bagi mahasiswa untuk memahami bagaimana mendiagnosis kinerja sebuah organisasi yang kontekstual terhadap sistem tertentu. Dalam aspek sistem manajemen kinerja, mahasiswa akan dibekali dengan tahap yang komprehensif dalam merancang sebuah sistem kinerja yang terintegrasi yang terdiri dari 4 langkah yaitu informasi dasar, proses perancangan, penerapan dan updating di mana di tiap langkah beberapa konsep sistem manajemen kinerja dan segala aspeknya akan dibahas secara rinci. Untuk memberikan wawasan yang lebih luas dan pemahaman sistem manajemen kinerja juga diperkenalkan sistem pakar dalam mendukung sebuah sistem kinerja di sebuah perusahaan.</p> <p>Dalam kuliah ini akan dikaji empat pendekatan paling populer dalam sistem manajemen kinerja yaitu Sistem Manajemen Kinerja Terintegrasi (Wibisono, 2006), Kartu Skor Berimbang (Kaplan dan Norton, 1992), Pendekatan Baldrige (Departemen Perdagangan Amerika Serikat, 1987), dan Kinerja Prisma (Neely dkk, 2002). Selain itu juga akan dibahas bagaimana merancang sistem pakar dalam mendukung sistem manajemen kinerja, yang dilengkapi dengan sistem simulasi dari Harvard dan dosen tamu yang akan membawakan penerapan software PB Views dalam Kartu Skor Berimbang di perusahaannya. Untuk aspek riset, mahasiswa dalam ujian tengah semester dan ujian akhirnya diberi tugas untuk menyusun paper untuk konferensi nasional dan internasional dan nilai diberikan jika ada tanda bukti bahwa paper mereka diterima di kedua konferensi tersebut.</p> |                    |                                                                    |                       |

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| <b>Bidang Akademik dan Kemahasiswaan ITB</b>                                                                                                                                                                                   | <b>Kur2013-Program Studi</b><br>Magister Sains Manajemen | <b>Halaman 39 dari 100</b> |
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|---------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|
|                           | <p>The Performance Support Systems subject offers students for dealing mainly in how to design performance management system contextual to certain type of company. In the aspect of design performance management systems, the students will be supported by comprehensive stages in designing integrated performance management systems consist of four stages, namely basic information, designing, implementation and updating in which in each stage there are several concepts, techniques and aspects will be explored in detail. To have broad view and advanced knowledge of performance management system, it would also be introduced experts systems in supporting performance measurement in a company.</p> <p>In this course will be learned 4 most populair aproaches in the performance management systems namely Intengrated Performance Management Systems (Wibisono, 2006), The Balanced Scorecard (1996), the Baldrige Approach (Department of Trade, USA, 1987) and the Performance Prism (Neely, et. All, 2002). It is also will be studied expert system in supporting performance management system completed with simulaion software from Harvard Buisness School and guest lecturer in implementation PBViews in the mining company. For research aspect, students asked t compose natonal and international paper using some journals for references, and they only get the mark based on the paper acceptance.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                     |
| <b>Luaran (Outcomes)</b>  | <p>Sistem Pendukung Kinerja bertujuan untuk membantu mahasiwa memahami konsep, kerangka kerja, dan teknik yang dapat digunakan untuk mendiagnosis daya saing perusahaan, mengidentifikasi tantangan dan kesempatan untuk memperbaiki dan merumuskan sistem manajemen inerja yang kontekstual menghadapi tantangan, daya saing proses operasi yang secara langsung mempengaruhi pangsa pasar perusahaan. Setelah selesai mengikuti kuliah ini mahasiswa bukan hanya mampu menganalisis tetapi juga mampu mensintesisakan berbagai pendekatan yang dikenalkan para ahli terdahulu. Spirit yang dibangun adalah memperkaya mahasiswa untuk percaya diri mampu merancang sendiri manajemen kinerja yang sesuai kebutuhan tidak asal mencomot dan mengcopy pendekatan yang sudah ada. Fokus diberikan bukan hanya meningkatkan kemampuan mendiagnosis daya saing perusahaan, tetapi juga mengkaji pendekatan yang palng sesuai dengan kondisi tertentu. Lebih jauh lagi, pengetahuan untuk mengkombinasikan dengan mendapatkan berbagai manfaat dari pendekatan manajemen kinerja yang ada juga dkaji lebih mendalam. Dalam kahir kuliah, mahasiswa akan menjadi ahli dalam manajemen kinerja korporasi dan menjadi 'dokter' untuk kesehatan perusahaan dan daya saingnya.</p> <p>The Performance Support Systems objective is to help students to understand of concepts, frameworks, and techniques can be used to diagnosis company competitiveness, identify its challenges and opportunities to improve and formulate a contextual performance management system in a dynamic, distinctive operating improvements that directly affect the performance advantage in the market place. After completing this course, students hopefully have capabilities not only to analyse but also to sintese several performance management frameworks have already been introduced by some experts. The spirit is to encourage students for being confidence in designing their own performance management framework appropriate to the type of companies rather than just copying those patent frameworks.Focus will be given for developing capabilities in diagnosing company competitiveness and determining which approaches more appropriate to certain circumstances. Furthermore, knowledge in how combining and getting advanced benefit of many performances management frameworks is also intense to be explored. In the end of this course students will mastery in the Corporate Performance Management diagnosis and design and became a doctor' of companies' health and competitiveness.</p> |                     |
| <b>Matakuliah Terkait</b> | <p>Manajemen Finansial<br/>Manajemen Sumber Daya Manusia<br/>Manajemen Operasi</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | <p>Prasyarat</p>    |
|                           | <p>Financial Management<br/>Human Resouce Management<br/>Operations Management</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | <p>Prerequisite</p> |
| <b>Kegiatan Penunjang</b> | <p>Simulasi di Laboratorium Komputer, survey data dari perusahaan, penggunaan kasus dalam studi</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                     |
| <b>Pustaka</b>            | <ol style="list-style-type: none"> <li>1. Wibisono, D. (2013) <i>How to Create World Class Company</i>, Gramedia.</li> <li>2. Wibisono, D. (2011) <i>Manajemen Kinerja: Panduan Penentuan Indikator</i>, Penerbit Erlangga</li> <li>3. Wibisono, D. (2006) <i>Manajemen Kinerja: Konsep, Design dan Teknik Meningkatkan Daya Saing Perusahaan</i>, Penerbit Erlangga.</li> <li>4. Neely et. all (2002), <i>The Performance Prism</i>, Cambridge Press</li> <li>5. Kaplan, R. S. &amp; Norton, D.P., (2008) <i>The Premium Execution</i>, Harvard Business School Press</li> <li>6. Kaplan, R. S. &amp; Norton, D.P., (1996) <i>The Balanced Scorecard Translating Strategy into Action</i>, Harvard Business School Press.</li> <li>7. <a href="http://www.baldrige21.com">http://www.baldrige21.com</a></li> <li>8. Proquest Journal and other source international jurnal</li> <li>9. Any national journal</li> </ol>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                     |
| <b>Panduan Penilaian</b>  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                     |

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| <b>Bidang Akademik dan Kemahasiswaan ITB</b>                                                                                                                                                                                            | <b>Kur2013-Program Studi<br/>Magister Sains Manajemen</b> | <b>Halaman 40 dari 100</b> |
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|                         | <table border="1"> <thead> <tr> <th>Aspect</th> <th>%</th> <th>Description</th> </tr> </thead> <tbody> <tr> <td>Paper I</td> <td>30</td> <td>Individual grade</td> </tr> <tr> <td>Paper II</td> <td>30</td> <td>Individual grade</td> </tr> <tr> <td>Individual assignment</td> <td>20</td> <td>Individual grade</td> </tr> <tr> <td>Participation</td> <td>20</td> <td>Individual grade</td> </tr> </tbody> </table> | Aspect           | % | Description | Paper I | 30 | Individual grade | Paper II | 30 | Individual grade | Individual assignment | 20 | Individual grade | Participation | 20 | Individual grade |
|-------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|---|-------------|---------|----|------------------|----------|----|------------------|-----------------------|----|------------------|---------------|----|------------------|
| Aspect                  | %                                                                                                                                                                                                                                                                                                                                                                                                                     | Description      |   |             |         |    |                  |          |    |                  |                       |    |                  |               |    |                  |
| Paper I                 | 30                                                                                                                                                                                                                                                                                                                                                                                                                    | Individual grade |   |             |         |    |                  |          |    |                  |                       |    |                  |               |    |                  |
| Paper II                | 30                                                                                                                                                                                                                                                                                                                                                                                                                    | Individual grade |   |             |         |    |                  |          |    |                  |                       |    |                  |               |    |                  |
| Individual assignment   | 20                                                                                                                                                                                                                                                                                                                                                                                                                    | Individual grade |   |             |         |    |                  |          |    |                  |                       |    |                  |               |    |                  |
| Participation           | 20                                                                                                                                                                                                                                                                                                                                                                                                                    | Individual grade |   |             |         |    |                  |          |    |                  |                       |    |                  |               |    |                  |
| <b>Catatan Tambahan</b> |                                                                                                                                                                                                                                                                                                                                                                                                                       |                  |   |             |         |    |                  |          |    |                  |                       |    |                  |               |    |                  |

| Mg#                                                      | Topik                                                                                 | Sub Topik                                                           | Capaian Belajar Mahasiswa                                                                  | Sumber Materi                                               |
|----------------------------------------------------------|---------------------------------------------------------------------------------------|---------------------------------------------------------------------|--------------------------------------------------------------------------------------------|-------------------------------------------------------------|
| 1                                                        | - Course Structure<br><br>- The Performance Management: previous research achievement | <i>Integrated Performance Measurement Systems</i>                   | History, Framework, Mechanism of IPMS, Advantages & disadvantages of IPMS                  | <i>Wibisono (2013), Wibisono (2011), Wibisono (2006)</i>    |
| 2                                                        | The Performance Management: previous research achievement                             | <i>Integrated Performance Measurement Systems</i>                   | History, Framework, Mechanism of IPMS, Advantages & disadvantages of IPMS                  | <i>Wibisono (2013), Wibisono (2011), Wibisono (2006)</i>    |
| 3                                                        | The Performance Management: previous research achievement                             | <i>Integrated Performance Measurement Systems</i>                   | History, Framework, Mechanism of IPMS, Advantages & disadvantages of IPMS                  | <i>Wibisono (2013), Wibisono (2011), Wibisono (2006)</i>    |
| 4                                                        | The Balanced Score Card                                                               | Concept of BSC                                                      | History, Framework, Mechanism of BSC, Advantages & disadvantages of BSC                    | Kaplan & Norton (2008, 1996)                                |
| 5                                                        | The Balanced Score Card                                                               | Concept of BSC                                                      | History, Framework, Mechanism of BSC, Advantages & disadvantages of BSC                    | Kaplan & Norton (2008, 1996)                                |
| 6                                                        | The Performance Prism                                                                 | Concept of Prism                                                    | History, Framework, Mechanism of Prism, Advantages & disadvantages of Prism                | Neely, et al (2002)                                         |
| 7                                                        | The Performance Prism                                                                 | Concept of Prism                                                    | History, Framework, Mechanism of Prism, Advantages & disadvantages of Prism                | Neely, et al (2002)                                         |
| 8                                                        | Expert Systems (1 weeks)                                                              | Concept of Expert Systems                                           | History, Mechanism of Expert Systems                                                       | Reading Material: The Expert Systems                        |
| <b>Mid Test: Composing paper for national conference</b> |                                                                                       |                                                                     |                                                                                            |                                                             |
| 9                                                        | Paper I in Performance Management for national conference                             | - State of the art<br><br>- Make paper for international conference | - Detail discussion and composing a paper<br><br>- Make paper for national conference      | Paper from proquest journal                                 |
| 10                                                       | Paper I in Performance Management for national conference                             | Make paper for international conference                             | - Detail discussion and composing a paper<br><br>- Make paper for international conference | Paper from proquest journal and other national journal      |
| 11                                                       | Paper II in Performance Management for international conference                       | - Proposed design<br><br>- Make paper for international conference  | Detail discussion and composing a paper                                                    | Paper from proquest journal and other international journal |
| 12                                                       | Paper II in Performance Management for international conference                       | - Proposed design<br><br>- Make paper for international conference  | Detail discussion and composing a paper                                                    | Paper from proquest journal and other international journal |
| 13                                                       | Paper II in Performance Management for international conference                       | - Proposed design<br><br>- Make paper for                           | Detail discussion and composing a paper                                                    | Paper from proquest journal and other international journal |

**Bidang Akademik dan Kemahasiswaan ITB**

**Kur2013-Program Studi  
Magister Sains Manajemen**

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|                 |                                                                 |                                                                |                                         |                                                             |
|-----------------|-----------------------------------------------------------------|----------------------------------------------------------------|-----------------------------------------|-------------------------------------------------------------|
|                 |                                                                 | international conference                                       |                                         |                                                             |
| 14              | Paper II in Performance Management for international conference | - Proposed design<br>- Make paper for international conference | Detail discussion and composing a paper | Paper from proquest journal and other international journal |
| <i>Wrapt up</i> |                                                                 |                                                                |                                         |                                                             |

## 9. Manajemen Rantai Pasok dan Pengadaan (MB6022)

|                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                       |                                                               |                       |               |     |      |     |               |     |              |     |            |     |
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| <b>Kode Matakuliah:</b><br>MB6022 | <b>Bobot sks:</b> 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | <b>Semester:</b> Ganjil<br>atau Genap | <b>KK/Unit PenanggungJawab:</b> Manajemen Manusia dan Operasi | <b>Sifat:</b> Pilihan |               |     |      |     |               |     |              |     |            |     |
| <b>Nama Matakuliah</b>            | Manajemen Rantai Pasok<br>Supply Chain Management                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                       |                                                               |                       |               |     |      |     |               |     |              |     |            |     |
| <b>Silabus Ringkas</b>            | Mata kuliah ini bertujuan untuk memberikan pemahaman tentang konsep, kerangka, alat, dan teknik dari sistem rantai nilai yang dapat digunakan untuk mengidentifikasi masalah, bagaimana merancang, mengelola, dan memperbaiki sistem-sistem rantai pasok, serta menyusun rencana tindakan yang mengarah pada perbaikan nyata pada kinerja rantai pasok.<br>The subject's objective is to help participants understand concepts, frameworks, tools, and techniques of supply chain systems that can be used to identify existing problems, think about how to design, manage, and improve supply chain systems, and construct a plan of action that will result in real operating improvements that directly affect the overall performance of a supply chain.                                                                                                                                                                                                                                                                                                                                                                                                                       |                                       |                                                               |                       |               |     |      |     |               |     |              |     |            |     |
| <b>Silabus Lengkap</b>            | Mata kuliah ini bertujuan untuk memberikan pemahaman tentang konsep, kerangka, alat, dan teknik dari sistem rantai nilai yang dapat digunakan untuk mengidentifikasi masalah, bagaimana merancang, mengelola, dan memperbaiki sistem-sistem rantai pasok, serta menyusun rencana tindakan yang mengarah pada perbaikan nyata pada kinerja rantai pasok. Mata kuliah ini cocok bagi mahasiswa yang akan bekerja pada bidang pemasaran dan penjualan, rantai pasok, dan manajemen logistik dari berbagai industri dan penyedia jasa logistik.<br>The subject's objective is to help participants understand concepts, frameworks, tools, and techniques of supply chain systems that can be used to identify existing problems, think about how to design, manage, and improve supply chain systems, and construct a plan of action that will result in real operating improvements that directly affect the overall performance of a supply chain. This course is designed for students who consider working in sales-marketing, supply chain, logistics management departments of companies in different industries as well as who consider working in logistics service providers. |                                       |                                                               |                       |               |     |      |     |               |     |              |     |            |     |
| <b>Luaran (Outcomes)</b>          | <ol style="list-style-type: none"> <li>1. Develop an understanding of the differences between logistics, operations and supply chain management and their role in supporting the business strategy.</li> <li>2. Develop knowledge of the individual processes of supply chain management and their interrelationships within a company and across companies.</li> <li>3. Develop knowledge of the tools and techniques useful in implementing supply chain concepts.</li> <li>4. Strengthen integrative management analytical and problem-solving skills.</li> </ol>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                       |                                                               |                       |               |     |      |     |               |     |              |     |            |     |
| <b>Matakuliah Terkait</b>         | Manajemen Operasi dan Teknologi                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Prasyarat                             |                                                               |                       |               |     |      |     |               |     |              |     |            |     |
|                                   | Technology and Operations Management                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Prerequisite                          |                                                               |                       |               |     |      |     |               |     |              |     |            |     |
| <b>Kegiatan Penunjang</b>         | Kerja Lapangan                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                       |                                                               |                       |               |     |      |     |               |     |              |     |            |     |
| <b>Pustaka</b>                    | The text books assigned to this subject is <i>Supply Chain Management: Strategy, Planning, and Operation</i> , 5/E, by Sunil Chopra and Peter Meindl (2013), Stanford University (C&M). Publisher: Prentice Hall. (C&M)<br>Elena Katok (2011), <i>Using Laboratory Experiments to Build Better Operations Management Models</i> , World Scientific, London.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                       |                                                               |                       |               |     |      |     |               |     |              |     |            |     |
| <b>Panduan Penilaian</b>          | <table border="0"> <tr> <td>Group Project</td> <td>20%</td> </tr> <tr> <td>Quiz</td> <td>20%</td> </tr> <tr> <td>Participation</td> <td>10%</td> </tr> <tr> <td>Midterm exam</td> <td>25%</td> </tr> <tr> <td>Final exam</td> <td>25%</td> </tr> </table>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                       |                                                               |                       | Group Project | 20% | Quiz | 20% | Participation | 10% | Midterm exam | 25% | Final exam | 25% |
| Group Project                     | 20%                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                       |                                                               |                       |               |     |      |     |               |     |              |     |            |     |
| Quiz                              | 20%                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                       |                                                               |                       |               |     |      |     |               |     |              |     |            |     |
| Participation                     | 10%                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                       |                                                               |                       |               |     |      |     |               |     |              |     |            |     |
| Midterm exam                      | 25%                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                       |                                                               |                       |               |     |      |     |               |     |              |     |            |     |
| Final exam                        | 25%                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                       |                                                               |                       |               |     |      |     |               |     |              |     |            |     |
| <b>Catatan Tambahan</b>           | Encourage discussion of critical analysis<br>Provide assignments to support active learning, especially in group discussion<br>Encourage participants to read references, especially periodical in journals                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                       |                                                               |                       |               |     |      |     |               |     |              |     |            |     |

| Mg# | Topik                                         | Sub Topik                                                                                                                                                                                  | Capaian Belajar Mahasiswa                                | Sumber Materi |
|-----|-----------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------|---------------|
| 1   | Understanding the Supply Chain Management     | <ul style="list-style-type: none"> <li>• Course Administration</li> <li>• Understanding the Supply Chain</li> <li>• Supply Chain Performance: Achieving Strategic Fit and Scope</li> </ul> | Understand supply chain management and strategy          | Ch. 1-3 (C&M) |
| 2   | Supply chain metrics and distribution network | <ul style="list-style-type: none"> <li>• Supply Chain Drivers and Metrics</li> <li>• Designing Distribution Network</li> </ul>                                                             | Understand supply chain drivers and distribution network | Ch. 3-4 (C&M) |

|                                                                                                                                                                                                                                |                                                       |                            |
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| <b>Bidang Akademik dan Kemahasiswaan ITB</b>                                                                                                                                                                                   | <b>Kur2013-Program Studi Magister Sains Manajemen</b> | <b>Halaman 42 dari 100</b> |
| Template Dokumen ini adalah milik Direktorat Pendidikan - ITB<br>Dokumen ini adalah milik Program Studi Magister Sains Manajemen ITB.<br>Dilarang untuk me-reproduksi dokumen ini tanpa diketahui oleh Dirdik-ITB dan SBM-ITB. |                                                       |                            |

|    |                                                                         |                                                                                                                                                                                                                                                                      |                                                                        |              |
|----|-------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------|--------------|
| 3  | <i>Network Design in the Supply Chain</i>                               | <i>Network Design</i>                                                                                                                                                                                                                                                | <i>Analyse network design</i>                                          | Ch. 5 (C&M)  |
| 4  | <i>Network Design in Uncertain Environment</i>                          | <i>Network Design in Uncertain Environment</i>                                                                                                                                                                                                                       | <i>Analyse network design under uncertainty</i>                        | Ch. 6 (C&M)  |
| 5  | <i>Demand Forecasting in a Supply Chain</i>                             | <i>Demand Forecasting</i>                                                                                                                                                                                                                                            | <i>Implement and evaluate forecasting methods</i>                      | Ch. 7 (C&M)  |
| 6  | <i>Aggregate Planning in a Supply Chain</i>                             | <i>Aggregate Planning</i>                                                                                                                                                                                                                                            | <i>Analyse aggregate planning</i>                                      | Ch. 8 (C&M)  |
| 7  | <i>Planning Supply and Demand in a Supply Chain</i>                     | <i>Sales and Operations Planning: Planning Supply and Demand in a Supply Chain</i>                                                                                                                                                                                   | <i>Analyse matching supply with demand</i>                             | Ch. 9 (C&M)  |
| 8  | <i>Midterm Test</i>                                                     |                                                                                                                                                                                                                                                                      |                                                                        |              |
| 9  | <i>Cycle Inventory</i>                                                  | <i>Estimating cycle inventory, economies of scale, short term discounting, managing multi echelon cycle inventory</i>                                                                                                                                                | <i>Calculate cycle inventory</i>                                       | Ch. 11 (C&M) |
| 10 | <i>Safety Inventory</i>                                                 | <i>Determining the appropriate level of safety inventory, impact of supply inventory, impact of aggregation, impact of replenishment policies, managing safety inventory in a multiechelon supply chain</i>                                                          | <i>Calculate safety inventory</i>                                      | Ch. 12 (C&M) |
| 11 | <i>Determining the Optimal Level of Product Availability</i>            | <i>Factors affecting optimal level of product availability, managerial levers to improve supply chain profitability, setting product availability, setting optimal levels of product availability in practice</i>                                                    | <i>Calculate and analyse the optimal level of product availability</i> | Ch. 13 (C&M) |
| 12 | <i>Transportation in a Supply Chain</i>                                 | <i>Modes of transportation, transportation infrastructure and policies, design options for a transportation network, tailored transportation</i>                                                                                                                     | <i>Understand and analyse transportation modes</i>                     | Ch. 14 (C&M) |
| 13 | <i>Sourcing Decisions in a Supply Chain</i>                             | <i>In house or outsource, third- and fourth-party logistics providers, using total cost to score and assess suppliers, supplier selection, contracts, design collaboration, the procurement process, designing a sourcing portfolio, risk management in sourcing</i> | <i>Analyse sourcing decisions</i>                                      | Ch. 15 (C&M) |
| 14 | <i>Pricing and Revenue Management in a supply chain</i>                 | <i>The role of pricing and revenue management, pricing and revenue management for multiple customer segments, perishable assets, seasonal demand, bulk and spot contracts.</i>                                                                                       | <i>Calculate pricing and revenue settings</i>                          | Ch. 16 (C&M) |
| 15 | <i>Company Visit: Supply Chain Application in Manufacturing Company</i> |                                                                                                                                                                                                                                                                      | <i>Understand the real practice of supply chain management</i>         |              |
| 16 | <i>Final exam</i>                                                       |                                                                                                                                                                                                                                                                      |                                                                        |              |

## 10. Strategi Operasi Tingkat Lanjut (MB6023)

|                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                       |                                                                  |                            |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------|------------------------------------------------------------------|----------------------------|
| <b>Kode Matakuliah:</b>                                                                                                                                                                                                        | <b>Bobot sks:</b> 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | <b>Semester:</b> I/II                                 | <b>KK / Unit Penanggung Jawab:</b> Manajemen Manusia dan Operasi | <b>Sifat:</b> Pilihan      |
| <b>Nama Matakuliah</b>                                                                                                                                                                                                         | Strategi Operasi Lanjut                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                       |                                                                  |                            |
|                                                                                                                                                                                                                                | Advanced Operations Strategy                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                                       |                                                                  |                            |
| <b>Silabus Ringkas</b>                                                                                                                                                                                                         | Mata kuliah ini menawarkan kepada para calon skolar untuk mempejari konsep tentang penyelarasan strategis antara persyaratan dari pasar dengan sumber daya dan proses bisnis suatu perusahaan, penciptaan keunggulan daya saing perusahaan, dan menghadapi risiko atau ketidakpastian di masa mendatang. Pada mata kuliah ini akan dikenalkan empat keputusan utama dalam strategi operasi, yaitu kapasitas, rantai pasok, teknologi proses, dan pengembangan dan organisasi suatu sistem operasi. |                                                       |                                                                  |                            |
|                                                                                                                                                                                                                                | Operations Strategy subject offers scholars with knowledge concerning the reconciliation between market requirements and internal resources and processes, sustainable competitive advantage, and risks. In particular, scholars will be exposed with four major decision areas in operations strategy, namely capacity, supply network, process technology, and development and organization.                                                                                                     |                                                       |                                                                  |                            |
| <b>Silabus Lengkap</b>                                                                                                                                                                                                         | Mata kuliah ini menawarkan kepada para calon skolar untuk mempejari konsep tentang penyelarasan strategis antara persyaratan dari pasar dengan sumber daya dan proses bisnis suatu perusahaan, penciptaan keunggulan daya saing perusahaan, dan menghadapi risiko atau ketidakpastian di masa mendatang. Dalam                                                                                                                                                                                     |                                                       |                                                                  |                            |
| <b>Bidang Akademik dan Kemahasiswaan ITB</b>                                                                                                                                                                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | <b>Kur2013-Program Studi Magister Sains Manajemen</b> |                                                                  | <b>Halaman 43 dari 100</b> |
| Template Dokumen ini adalah milik Direktorat Pendidikan - ITB<br>Dokumen ini adalah milik Program Studi Magister Sains Manajemen ITB.<br>Dilarang untuk me-reproduksi dokumen ini tanpa diketahui oleh Dirdik-ITB dan SBM-ITB. |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                       |                                                                  |                            |

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|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------|
|                                                                                                                                                                                                                                           | <p>mata kuliah ini akan dikenalkan konsep-konsep, kerangka berpikir, alat-alat, dan teknik-teknik yang dapat digunakan untuk mendiagnosis masalah yang ada saat ini, mengidentifikasi tantangan dan peluang, dan selanjutnya mengusulkan strategi operasi dalam suatu lingkungan bisnis yang dinamis. Alat-alat dan teknik-teknik ini dapat digunakan pada suatu sistem manufaktur ataupun sistem jasa. Kepada para calon skolar akan dikenalkan konsep-konsep dan perkembangannya dari buku acuan dan makalah-makalah yang relevan dan penting. Secara khusus, pada mata kuliah ini akan dikenalkan empat keputusan utama dalam strategi operasi, yaitu kapasitas, rantai pasok, teknologi proses, dan pengembangan dan organisasi suatu sistem operasi.</p> <p>Operations Strategy subject offers scholars with knowledge concerning the reconciliation between market requirements and internal resources and processes, sustainable competitive advantage, and risks. The subject's objective is to help scholars novel in this subject or area understand the concepts, frameworks, tools, and techniques that can be used to diagnosis an existing situation, identify its challenges and opportunities, and formulate strategy in a dynamic. These tools and concepts can be applied not only in manufacturing but also in service operations. Students will be exposed with well established concepts discussed in the text book(s) and published papers.</p> <p>In particular, scholars will be exposed with four major decision areas in operations strategy, namely capacity, supply network, process technology, and development and organization.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                            |
| <b>Luaran (Outcomes)</b>                                                                                                                                                                                                                  | <p>Setelah menyelesaikan kuliah ini, setiap mahasiswa diharapkan akan memiliki kompetensi yang terdiri dari pengetahuan, keterampilan, dan sikap. Pengetahuan yang akan dibangun melalui mata kuliah ini adalah: memiliki pengetahuan konseptual tentang perkembangan aliran pemikiran dalam bidang strategi operasi, dan memiliki wawasan dan pengetahuan tentang topik penelitian strategi operasi yang kontekstual baik lokal, regional, maupun internasional. Keterampilan yang akan dibangun terdiri adalah memiliki keterampilan dalam menganalisis, merancang dan menerapkan keputusan-keputusan strategis pada suatu sistem operasi, kemampuan menganalisis permasalahan operasi dan berpikir secara kritis, menyusun rencana penelitian secara kritis, kreatif dan kontekstual yang dapat memberikan kontribusi terhadap pengembangan pengetahuan dan solusi pemecahan masalah sistem operasi yang kontekstual serta memiliki kemampuan dalam mengkomunikasikan hasil analisis kritis secara verbal maupun tertulis. Sedangkan sikap yang akan dibangun adalah memiliki karakter sebagai ke-skolaran, seperti jujur, terbuka, kritis, kreatif, tidak mudah menyerah, bertanggung jawab, belajar sepanjang hayat, dan profesional serta memiliki kepercayaan diri dalam mengekspresikan hasil pemikiran dan analisis kritisnya baik secara verbal maupun tulisan.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                            |
| <b>Matakuliah Terkait</b>                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                            |
| <b>Kegiatan Penunjang</b>                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                            |
| <b>Pustaka</b>                                                                                                                                                                                                                            | <p>Beckman, S.L. and Rosenfield, D.B. Operations Strategy: Competing in the 21<sup>st</sup> Century, McGraw-Hill, 2008. [Pustaka Utama]</p> <p>[Slack, N. and Lewis, M. Operations Strategy, Third Edition, FT-Prentice Hall, 2011.] ([Pustaka pendukung])</p> <p>[Slack, N. and Lewis, M. Operations Strategy, First Edition, FT-Prentice Hall, 2002.] ([Pustaka pendukung])</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                            |
|                                                                                                                                                                                                                                           | <p>Aneka makalah (papers) [Pustaka pendukung]</p> <ul style="list-style-type: none"> <li>• Amundson, S.D. "Relationships between theory-driven empirical research in operations management and other disciplines", <i>Journal of Operations Management</i>, 16, 1998.</li> <li>• Bayraktar, E., Jothishankar, M.C., Tatoglu, E., &amp; Wu, T. "Evolution of operations management: past, present and future", <i>Management Research News</i>, 30:11, 2007.</li> <li>• Boyer, K.K., Swink, M. &amp; Rosenzweig. "Operations Strategy Research in the POMS Journal", <i>Production and Operations Management</i>, 14:4, 2005.</li> <li>• Campbell-Hunt, C. "What We Learned about Generic Competitive Strategy? A Meta-Analysis", <i>Strategic Management Journal</i>, 21:2, 2000.</li> <li>• Chopra, S., Lovejoy, W. &amp; Yano, C. "Five decades of Operations Management and the Prospect Ahead", <i>Management Science</i>, 50:1, 2004.</li> <li>• Conner, K.R. "A Historical Comparison of Resource-Based Theory and Five Schools of Thought Within Industrial Organization Economics: Do We Have a New Theory of the Firm?", <i>Journal of Management</i>, 17:1, 1991.</li> <li>• Craighead, C.W. &amp; Meredith, J. "Operations management research: evolution and alternative future paths", <i>International Journal of Operations &amp; Production Management</i>, 28:8, 2008.</li> <li>• Fahey, L &amp; Christensen, H.K. "Evaluating the research on Strategy Content", <i>Journal of Management</i>, 12, 1986.</li> <li>• Grant, R.M. "Porter's 'Competitive Advantage of Nations': An Assessment", <i>Strategic Management Journal</i>, 12:7, 1991.</li> <li>• Gupta, S., Verma, R. &amp; Victorino, L. "Empirical Research Published in <i>Production and Operations Management</i> (1992-2005): Trends and Future Research Directions", <i>Production and Operations Management</i>, 15:3, 2006.</li> <li>• Hayes, R.B. "Challenges Posed to Operations Management by the 'New Economy'", <i>Production and Operations Management</i>, 11:1, 2002.</li> <li>• Helfat, C.E. &amp; Peteraf, M.A. "The Dynamic Resource-Based View: Capability Lifecycles", <i>Strategic Management Journal</i>, 24:10, 2003.</li> <li>• Hutzschenreuter, T &amp; Kleindienst, I. "Strategy-Process Research: What We Learned and What Is Still to Be Explored", <i>Journal of Management</i>, 32, 2006.</li> <li>• Kleindorfer, P.R., Singhal, K. &amp; Van Wassenhove, L.N. "Sustainable Operations Management", <i>Production and Operations Management</i>, 14:4, 2005.</li> <li>• Makhija, M. "Comparing the Resource-Based and Market-Based Views of the Firm: Empirical Evidence from Czech Privatization", <i>Strategic Management Journal</i>, 24:5, 2003.</li> <li>• Montgomery, C.A., Wemerfelt, B., &amp; Balakrishnan, S. "Strategy Content and the Research Process: A Critique and Commentary", <i>Strategic Management Journal</i>, 10:2, 1989.</li> <li>• Murray, A.I. "A Contingency View of Porter's 'Generic Strategies'", <i>The Academy of Management Review</i>, 13:3, 1988.</li> <li>• Nair, A. &amp; Boulton, W.R. "Innovation-oriented operations strategy typology and stage-based model", <i>International Journal of Operations &amp; Production Management</i>, 28:8, 2008.</li> <li>• Pilkington, A. &amp; Fitzgerald, R. "Operations management themes, concepts and relationships: a forward</li> </ul> |                            |
| <b>Bidang Akademik dan Kemahasiswaan ITB</b>                                                                                                                                                                                              | <b>Kur2013-Program Studi Magister Sains Manajemen</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | <b>Halaman 44 dari 100</b> |
| <p>Template Dokumen ini adalah milik Direktorat Pendidikan - ITB<br/> Dokumen ini adalah milik Program Studi Magister Sains Manajemen ITB.<br/> Dilarang untuk me-reproduksi dokumen ini tanpa diketahui oleh Dirdik-ITB dan SBM-ITB.</p> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                            |

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|                          | <p>retrospective of IJOPM”, <i>International Journal of Operations &amp; Production Management</i>, 26:11, 2006.</p> <ul style="list-style-type: none"> <li>Porter, M.E. “The Five Competitive Forces That Shape Strategy”, <i>Harvard Business Review</i>, January, 2008.</li> <li>Prahalad, C.K. &amp; Hamel, G. “The Core Competence of the Corporation”, <i>Harvard Business Review</i>, May-June, 1990.</li> <li>Rouse, M.J. &amp; Daellenbach, U.S. “More Thinking on Research Methods for the Resource-Based Perspective”, <i>Strategic Management Journal</i>, 23:10, 2002.</li> <li>Rugman, A.M &amp; Verbeke, A. “Edith Penrose’s Contribution to the Resource-Based View of Strategic Management”, <i>Strategic Management Journal</i>, 23:8, 2002.</li> <li>Rytter, N.G., Boer, H. &amp; Koch, C. “Conceptualizing operations strategy processes”, <i>International Journal of Operations &amp; Production Management</i>, 27:10, 2007.</li> <li>Snowdon, B. &amp; Stonehouse, G. “Competitiveness in a Globalized World: Michael Porter on the Microeconomic Foundations of the Competitiveness of Nations, Regions, and Firms”, <i>Journal of International Business Studies</i>, 37:2, 2006.</li> <li>Spanos, Y.E. &amp; Lioukas, S. “An Examination into the Causal Logic of Rent Generation: Contrasting Porter’s Competitive Strategy Framework and the Resource-Based Perspective”, <i>Strategic Management Journal</i>, 22:10, 2001.</li> <li>Wernerfelt, B. “The Resource-Based View of the Firm”, <i>Strategic Management Journal</i>, 5:2, 1984.</li> <li>Wernerfelt, B. “The Resource-Based View of the Firm: Ten Years Later”, <i>Strategic Management Journal</i>, 16:3, 1995.</li> <li>Wright, P. “A Refinement of Porter’s Strategies”, <i>Strategic Management Journal</i>, 8:1, 1987.</li> </ul> |
| <b>Panduan Penilaian</b> | Penilaian yang digunakan pada mata kuliah ini terdiri dari: tugas individu, kuis, analisa kasus, presentasi, ujian tengah semester, dan ujian akhir semester.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Catatan Tambahan</b>  | Materi kuliah ini menekankan pada berpikir kritis.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |

| Mg# | Topik                                                       | Sub Topik                                                                                                                                                                           | Capaian Belajar Mahasiswa                                                                                                                                                                                                                                                                                                                                                                                                            | Sumber Materi                                                                                                                                                              |
|-----|-------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1   | Strategi Operasi                                            | <ul style="list-style-type: none"> <li>Tantangan yang dihadapi strategi operasi</li> <li>Dua perspektif strategi operasi</li> <li>Tradeoffs and Fokus (penetapan target)</li> </ul> | <ul style="list-style-type: none"> <li>Membangun pengetahuan tentang tantangan-tantangan yang dihadapi strategi operasi dalam era baru ekonomi</li> <li>Membangun pengetahuan tentang dua perspektif utama dalam strategi operasi</li> <li>Membangun pengetahuan tentang konsep tradeoff dan fokus (penetapan target) keunggulan daya saing perusahaan</li> <li>Membangun keterampilan cara berpikir atau analisis kritis</li> </ul> | <ul style="list-style-type: none"> <li>Hayes (2002)</li> <li>Slack &amp; Lewis (2008): Ch. 1</li> <li>Slack &amp; Lewis (2002): Ch. 2, 3</li> </ul>                        |
| 2   | Strategi Bisnis dan Riset dalam Strategi Operasi            | <ul style="list-style-type: none"> <li>Konsep strategi bisnis</li> <li>Riset domain dalam strategi operasi</li> </ul>                                                               | <ul style="list-style-type: none"> <li>Membangun pengetahuan tentang konsep strategi bisnis</li> <li>Membangun pengetahuan tentang domain riset dalam strategi operasi</li> <li>Membangun keterampilan cara berpikir atau analisis kritis</li> </ul>                                                                                                                                                                                 | <ul style="list-style-type: none"> <li>Beckmand &amp; Rosenfield (2008): Ch. 1</li> <li>Fahey &amp; Christensen (1986)</li> </ul>                                          |
| 3   | Riset dalam Strategi Operasi                                | <ul style="list-style-type: none"> <li>Riset dalam keputusan-keputusan strategi operasi</li> <li>Riset dalam proses perumusan strategi operasi</li> </ul>                           | <ul style="list-style-type: none"> <li>Membangun pengetahuan tentang jenis-jenis keputusan strategi operasi berdasarkan hasil riset sebelumnya</li> <li>Membangun keterampilan tentang proses-proses perumusan strategi operasi berdasarkan hasil riset sebelumnya</li> <li>Membangun keterampilan cara berpikir atau analisis kritis</li> </ul>                                                                                     | <ul style="list-style-type: none"> <li>Montgomery, Wernerfelt &amp; Balakrishnan (1989)</li> <li>Grant (1991)</li> <li>Hutzschenreuter &amp; Kleindienst (2006)</li> </ul> |
| 4   | Strategi Bersaing                                           | <ul style="list-style-type: none"> <li>Strategi bersaing</li> </ul>                                                                                                                 | <ul style="list-style-type: none"> <li>Membangun pengetahuan tentang konsep strategi bersaing dan variasinya</li> <li>Membangun keterampilan cara berpikir atau analisis kritis</li> </ul>                                                                                                                                                                                                                                           | <ul style="list-style-type: none"> <li>Porter (2008)</li> <li>Wright (1987)</li> <li>Murray (1988)</li> </ul>                                                              |
| 5   | Strategi Bersaing dan Pendekatan Berbasis Sumber Daya (RBV) | <ul style="list-style-type: none"> <li>Strategi bersaing</li> <li>Pendekatan berbasis sumber daya (RBV)</li> </ul>                                                                  | <ul style="list-style-type: none"> <li>Membangun pengetahuan tentang konsep strategi bersaing dan variasinya</li> <li>Membangun pengetahuan tentang konsep perumusan strategi berbasis sumber daya (resource based view – RBV)</li> <li>Membangun keterampilan cara berpikir atau analisis kritis</li> </ul>                                                                                                                         | <ul style="list-style-type: none"> <li>Campbell-Hunt (2000)</li> <li>Snowdon &amp; Stonehouse (2006)</li> <li>Wernerfelt (1984)</li> <li>Wernerfelt (1995)</li> </ul>      |
| 6   | Pendekatan Berbasis Sumber Daya (RBV)                       | <ul style="list-style-type: none"> <li>Pendekatan berbasis sumber daya (RBV)</li> </ul>                                                                                             | <ul style="list-style-type: none"> <li>Membangun pengetahuan tentang konsep perumusan</li> </ul>                                                                                                                                                                                                                                                                                                                                     | <ul style="list-style-type: none"> <li>Rouse &amp; Daellenbach</li> </ul>                                                                                                  |

**Bidang Akademik dan Kemahasiswaan ITB**

**Kur2013-Program Studi  
Magister Sains Manajemen**

**Halaman 45 dari 100**

Template Dokumen ini adalah milik Direktorat Pendidikan - ITB  
Dokumen ini adalah milik Program Studi Magister Sains Manajemen ITB.  
Dilarang untuk me-reproduksi dokumen ini tanpa diketahui oleh Dirdik-ITB dan SBM-ITB.

|    |                                                                    |                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                    |
|----|--------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|    |                                                                    |                                                                                                                                                                     | <p>strategi berbasis sumber daya (resource based view – RBV) dan berbagai kritiknya</p> <ul style="list-style-type: none"> <li>Membangun keterampilan cara berpikir atau analisis kritis</li> </ul>                                                                                                                                                                         | <p>(1999)</p> <ul style="list-style-type: none"> <li>Rouse &amp; Daellenbach (2002)</li> <li>Rugman &amp; Verbeke (2002)</li> <li>Helfalt &amp; Peteraf (2003)</li> </ul>                          |
| 7  | Pendekatan Berbasis Pasar dan Integrasi Vertikal                   | <ul style="list-style-type: none"> <li>Pendekatan Berbasis Pasar</li> <li>Integrasi Vertikal</li> </ul>                                                             | <ul style="list-style-type: none"> <li>Membangun pengetahuan tentang konsep pendekatan berbasis pasar (market based view)</li> <li>Membangun pengetahuan tentang konsep integrasi vertikal dan dampaknya pada strategi operasi</li> <li>Membangun keterampilan cara berpikir atau analisis kritis</li> </ul>                                                                | <ul style="list-style-type: none"> <li>Spanos &amp; Lioukas (2001)</li> <li>Makhija (2003)</li> <li>Beckmand &amp; Rosenfield (2008): Ch. 2</li> </ul>                                             |
| 8  | Ujian Tengah Semester                                              |                                                                                                                                                                     | <ul style="list-style-type: none"> <li>Membangun keterampilan mahasiswa dalam menyampaikan gagasan secara tertulis (makalah)</li> <li>Membangun keterampilan cara berpikir atau analisis kritis</li> <li>Memiliki keterampilan dalam mencari peluang riset di Indonesia</li> </ul>                                                                                          |                                                                                                                                                                                                    |
| 9  | Keputusan tentang Kapasitas dan Teknologi                          | <ul style="list-style-type: none"> <li>Keputusan tentang kapasitas</li> <li>Keputusan tentang teknologi proses</li> <li>Analisis kasus Southwest Airline</li> </ul> | <ul style="list-style-type: none"> <li>Membangun pengetahuan tentang keputusan kapasitas dan dampaknya pada daya saing perusahaan</li> <li>Membangun pengetahuan tentang keputusan kapasitas dan dampaknya pada daya saing perusahaan</li> <li>Membangun keterampilan cara berpikir atau analisis kritis</li> </ul>                                                         | <ul style="list-style-type: none"> <li>Beckmand &amp; Rosenfield (2008): Ch. 3</li> <li>Beckmand &amp; Rosenfield (2008): Ch. 4</li> </ul> <p>i.</p>                                               |
| 10 | Keputusan tentang Fasilitas dan Rantai Pasok                       | <ul style="list-style-type: none"> <li>Keputusan tentang Fasilitas</li> <li>Keputusan tentang Rantai Pasok</li> </ul>                                               | <ul style="list-style-type: none"> <li>Membangun pengetahuan tentang keputusan fasilitas dalam era globalisasi dan dampaknya pada daya saing perusahaan</li> <li>Membangun pengetahuan tentang keputusan jaringan rantai pasok dalam era globalisasi dan dampaknya pada daya saing perusahaan</li> <li>Membangun keterampilan cara berpikir atau analisis kritis</li> </ul> | <ul style="list-style-type: none"> <li>Beckmand &amp; Rosenfield (2008): Ch. 5</li> <li>Beckmand &amp; Rosenfield (2008): Ch. 6</li> </ul>                                                         |
| 11 | Strategi Berbasis Proses dan Koordinasi Rantai Pasok               | <ul style="list-style-type: none"> <li>Keputusan tentang Fokus pada Proses</li> <li>Keputusan tentang Koordinasi Rantai Pasok</li> </ul>                            | <ul style="list-style-type: none"> <li>Membangun pengetahuan tentang strategi berbasis proses dan dampaknya pada daya saing perusahaan</li> <li>Membangun pengetahuan tentang keputusan koordinasi rantai pasok dan dampaknya pada daya saing perusahaan</li> <li>Membangun keterampilan cara berpikir atau analisis kritis</li> </ul>                                      | <ul style="list-style-type: none"> <li>Beckmand &amp; Rosenfield (2008): Ch. 7</li> <li>Beckmand &amp; Rosenfield (2008): Ch. 8</li> </ul> <p>iii.</p>                                             |
| 12 | Teknologi Informasi dan Strategi Perbaikan                         | <ul style="list-style-type: none"> <li>Keputusan tentang Teknologi Informasi</li> <li>Keputusan tentang strategi perbaikan (improvement)</li> </ul>                 | <ul style="list-style-type: none"> <li>Membangun pengetahuan tentang keputusan teknologi informasi dalam era globalisasi dan dampaknya pada daya saing perusahaan</li> <li>Membangun pengetahuan tentang keputusan strategi perbaikan kinerja untuk mempertahankan daya saing perusahaan</li> <li>Membangun keterampilan cara berpikir atau analisis kritis</li> </ul>      | <ul style="list-style-type: none"> <li>Beckmand &amp; Rosenfield (2008): Ch. 9</li> <li>Beckmand &amp; Rosenfield (2008): Ch. 10</li> </ul>                                                        |
| 13 | Proses Perumusan Strategi Operasi dan Riset dalam Strategi Operasi | <ul style="list-style-type: none"> <li>Proses perumusan strategi operasi</li> <li>Riset dalam strategi operasi</li> <li>Manajemen operasi berkelanjutan</li> </ul>  | <ul style="list-style-type: none"> <li>Membangun pengetahuan tentang konsep dan praktik perumusan strategi operasi</li> <li>Membangun pengetahuan tentang domain riset strategi operasi dan manajemen operasi berkelanjutan</li> </ul>                                                                                                                                      | <ul style="list-style-type: none"> <li>Beckmand &amp; Rosenfield (2008): Ch. 11</li> <li>Boyer, Swink &amp; Rosenzweig (2005)</li> <li>Kleindorfer, Singhal &amp; Van Wassenhove (2005)</li> </ul> |

|    |                      |                                                                                                                    |                                                                                                                                                                                                                                        |                                                                                                                                                                  |
|----|----------------------|--------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|    |                      |                                                                                                                    | <ul style="list-style-type: none"> <li>Membangun keterampilan cara berpikir atau analisis kritis</li> </ul>                                                                                                                            |                                                                                                                                                                  |
| 14 | Analisis Kasus       | <ul style="list-style-type: none"> <li>Menganalisis kasus-kasus bisnis: Benihana, McDonald, dan Ford</li> </ul>    | <ul style="list-style-type: none"> <li>Membangun keterampilan dalam analisis kritis tentang kasus bisnis</li> <li>Membangun keterampilan cara berpikir atau analisis kritis</li> </ul>                                                 | <ul style="list-style-type: none"> <li>Case Benihana (Harvard Business School Press)</li> <li>Case McDonald (HBSPress)</li> <li>Case Ford (HBS Press)</li> </ul> |
| 15 | Analisis Kasus       | <ul style="list-style-type: none"> <li>Menganalisis kasus-kasus bisnis: Walmart, Medtronis, dan Alliant</li> </ul> | <ul style="list-style-type: none"> <li>Membangun keterampilan dalam analisis kritis tentang kasus bisnis</li> </ul>                                                                                                                    | <ul style="list-style-type: none"> <li>Case Walmart(HBSPress)</li> <li>Case Medtronic(HBSPress)</li> <li>Case Alliant(HBSPress)</li> </ul>                       |
| 16 | Ujian Akhir Semester | <ul style="list-style-type: none"> <li>Presentasi makalah</li> </ul>                                               | <ul style="list-style-type: none"> <li>Membangun keterampilan mahasiswa dalam menyampaikan gagasan secara lisan (presentasi) dan tertulis (makalah)</li> <li>Memiliki keterampilan dalam mencari peluang riset di Indonesia</li> </ul> | <ul style="list-style-type: none"> <li>Makalah setiap mahasiswa yang akan dipresentasikan dan didiskusikan</li> </ul>                                            |

## 11. Riset Pasar (MB6031)

|                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                         |                                   |                                         |
|-----------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------|-----------------------------------|-----------------------------------------|
| <b>Kode Matakuliah:</b><br>MB6031 | <b>Bobot sks:</b> 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | <b>Semester:</b> 2                      | <b>KK/ Unit Penanggung Jawab:</b> | <b>Sifat:</b><br>[Wajib Prodi/ Pilihan] |
| <b>Nama Matakuliah</b>            | Riset Pemasaran                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                                         |                                   |                                         |
|                                   | Marketing Research                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                         |                                   |                                         |
| <b>Silabus Ringkas</b>            | Riset pemasaran adalah cara perusahaan memperoleh informasi mengenai pelanggan dengan menggunakan cara pengumpulan informasi yang sistematis dan berguna sebagai pedoman dalam pembuatan keputusan                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                         |                                   |                                         |
|                                   | Marketing research is the way companies obtain customer insights by gathering a systematic information and very useful for a management decision guidance                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                         |                                   |                                         |
| <b>Silabus Lengkap</b>            | Riset pemasaran adalah sebuah cara yang terorganisir untuk menyediakan informasi dalam memenuhi tujuan pengambilan keputusan. Kualitas informasi, misalnya validitas dan reliabilitasnya, tergantung pada keseriusan yang dilakukan dalam melaksanakan berbagai langkah dari proses riset pemasaran. Langkah-langkah ini meliputi definisi masalah, desain penelitian (eksplorasi, deskriptif dan kausal), metode pengumpulan data, desain kuesioner dan pengukuran sikap, skema pengambilan sampel, dan analisis data. Dalam kuliah ini akan diberikan penekanan pada aspek kualitatif dan kuantitatif riset pemasaran dan bagaimana mereka membantu para manajer dalam menangani masalah pemasaran substantif. |                                         |                                   |                                         |
|                                   | Marketing research is simply an organized way of developing and providing information for decision making purposes. The quality of the information, for example its validity and reliability, depends on the care exercised in executing the various steps of the marketing research process. These steps include problem definition, research design (exploratory, descriptive and causal), data collection methods, questionnaire design and attitude measurement, sampling schemes, and data analysis. In this course emphasis will be given to both qualitative and quantitative aspects of marketing research and how they help managers in addressing substantive marketing problems.                      |                                         |                                   |                                         |
| <b>Luaran (Outcomes)</b>          | Mata kuliah ini bermaksud agar mahasiswa dapat memahami dan mampu dalam :<br>1. Menerjemahkan masalah pemasaran ke dalam masalah penelitian.<br>2. Memahami bahwa riset pemasaran merupakan proses yang melibatkansederetan kegiatan yang memiliki hubungan erat satu sama lainnya.<br>3. Memahami secara lengkap dan menyeluruh kekuatan dan kelemahan berbagai alternatif rancangan penelitian pemasaran.<br>4. Menguasai secara umum pemilihan dan penggunaan teknik analisis data univariate dan multivariat serta memami implikasi manajerial dari hasil analitikal yang diperoleh.<br>5. Menyusun, merancang dan melaksanakan suatu riset pemasaran tingkat dasar.                                         |                                         |                                   |                                         |
| <b>Matakuliah Terkait</b>         | MM6053,Riset Pemasaran                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Telah Lulus: ANalisis Perilaku Konsumen |                                   |                                         |
| <b>Kegiatan Penunjang</b>         | Latihan dan Presentasi Konsep                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                         |                                   |                                         |
| <b>Pustaka</b>                    | 1. Journal of Marketing Research                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                         |                                   |                                         |
|                                   | 2. Naresh K. Malhotra, " Marketing Research : An Applied Orientation, Prentice Hall International, Inc, Fifth Edition, 2010.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                         |                                   |                                         |
|                                   | 2. David A. Aaker, V. Kumar, George S. Day, "Marketing Research", John Willey & Sons, Seventh Edition, 2010.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                         |                                   |                                         |
|                                   | 3. Joseph F Hair, Rolph E Anderson, Ronald L Thatam William C Black, " Multivariate Data Analysis", Prentice Hall, Inc, Fifth Edition, 2010.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                         |                                   |                                         |
| <b>Panduan Penilaian</b>          | 1. Project Progress Presentation : 25%<br>2. Class Participation : 15%<br>3. Research Proposal : 30%                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                                         |                                   |                                         |

|                         |                     |     |
|-------------------------|---------------------|-----|
|                         | 4. A research paper | 30% |
| <i>Catatan Tambahan</i> |                     |     |

| <i>M g#</i> | <i>Topik</i>                                                | <i>Sub Topik</i>                                                                                                                                                                                                                                                  | <i>Capaian Belajar Mahasiswa</i>                                                                                                                                                                                                                                                                                               | <i>Sumber Materi</i>                                 |
|-------------|-------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------|
| 1           | Riset Pemasaran                                             | <ol style="list-style-type: none"> <li>1. Peran riset dalam keputusan pemasaran.</li> <li>2. Tipe tipe riset pemasaran</li> <li>3. Proses riset pemasaran</li> <li>4. Etika dalam riset pemasaran</li> <li>5. Riset pemasaran di dunia barat dan timur</li> </ol> | <p>Mahasiswa :</p> <ul style="list-style-type: none"> <li>• Peran riset dalam keputusan pemasaran.</li> <li>• Tipe tipe riset pemasaran</li> <li>• Proses riset pemasaran</li> <li>• Etika dalam riset pemasaran</li> <li>• Riset pemasaran di dunia barat dan timur</li> </ul>                                                | Naresh K. Malhotra,                                  |
| 2           | Perumusan Problem                                           | <ol style="list-style-type: none"> <li>1. Perumusan Problem Marketing Research</li> <li>2. Pendekatan untuk Mengatasi Problem</li> </ol>                                                                                                                          | <p>Mahasiswa:</p> <ul style="list-style-type: none"> <li>• Merumuskan Problem yang akan diteliti dalam MR</li> <li>• Mengembangkan Pendekatan untuk Mengatasi Problem</li> </ul>                                                                                                                                               | Naresh K. Malhotra,                                  |
| 3           | Perumusan Research Design<br>Exploratory<br>Research Design | <ol style="list-style-type: none"> <li>1. Secondary Data &amp;</li> <li>2. Qualitative Reseach</li> </ol>                                                                                                                                                         | <p>Mahasiswa:<br/>Mampu melakukan riset Kualitatif:</p> <ul style="list-style-type: none"> <li>• Focus Group Discussion</li> <li>• Interview</li> <li>• Data Sekunder</li> <li>• Projective Techniques</li> <li>• Ethnography marketing</li> </ul>                                                                             | Naresh K. Malhotra,<br>Journal of Marketing Research |
| 4           | Perumusan Research Design<br>Descriptive<br>research design | <ol style="list-style-type: none"> <li>1. Survey</li> <li>2. Observation</li> </ol>                                                                                                                                                                               | <p>Mahasiswa :</p> <ul style="list-style-type: none"> <li>• Memahami Cara melakukan survey dan observasi</li> </ul>                                                                                                                                                                                                            | Naresh K. Malhotra,<br>Journal of Marketing Research |
| 5           | Perumusan Research Design<br>Causal Reseach<br>Design       | <ol style="list-style-type: none"> <li>1. Konsep kausalitas.</li> <li>2. Pemilihan desain eksperimental dalam riset pemasaran</li> <li>3. Penyusunan eksperimen.</li> </ol>                                                                                       | <p>Mahasiswa :</p> <ul style="list-style-type: none"> <li>• Memahami Konsep kausalitas.</li> <li>• Pemilihan desain eksperimental dalam riset pemasaran</li> <li>• Penyusunan eksperimen.</li> </ul>                                                                                                                           | Naresh K. Malhotra,<br>Journal of Marketing Research |
| 6           | Pengukuran variabel dan<br>Pengumpulan data.                | <ol style="list-style-type: none"> <li>1. Konsep pengukuran dan scaling.</li> <li>2. Validitas dan Reliabilitas.</li> </ol>                                                                                                                                       | <p>Mahasiswa memahami :</p> <ul style="list-style-type: none"> <li>• Pengukuran variable.</li> <li>• Konsep pengukuran dan scaling.</li> <li>• Validitas dan Reliabilitas.</li> <li>• Perumusan tujuan penelitian.</li> <li>• Pengumpulan data untuk setiap jenis riset</li> </ul>                                             | Naresh K. Malhotra,<br>Journal of Marketing Research |
| 7           | Perencanaan Pengumpulan Data                                | <ol style="list-style-type: none"> <li>1. Desain kuisioner,</li> <li>2. sampling,</li> <li>3. analisis data,</li> <li>4. pengujian hipotesis</li> </ol>                                                                                                           | <p>Mahasiswa :</p> <ol style="list-style-type: none"> <li>1. Teknik dan proses penyusunan kuisioner.</li> <li>2. Penentuan dan penggunaan teknik sampling.</li> </ol> <ol style="list-style-type: none"> <li>1. Memilih teknikanalisis data.</li> <li>2. Pengujian hipotetsis</li> <li>3. Beberapa contoh aplikasi.</li> </ol> | Naresh K. Malhotra,                                  |
| 7           | Pembuatan Proposal Penelitian                               |                                                                                                                                                                                                                                                                   | <p>Mahasiswa mampu :</p> <ul style="list-style-type: none"> <li>• Merencanakan riset</li> <li>• Membuat Proposal</li> </ul>                                                                                                                                                                                                    |                                                      |
| 9           | Pengumpulan Data Kualitatif                                 |                                                                                                                                                                                                                                                                   | <p>Mahasiswa berpengalaman dalam melakukan riset Kualitatif:</p> <ul style="list-style-type: none"> <li>• Focus Group Discussion</li> <li>• Interview</li> <li>• Data Sekunder</li> <li>• Projective Techniques</li> <li>• Ethnography marketing</li> </ul>                                                                    | Kegiatan lapangan                                    |
| 10          | Pengumpulan Data Kuantitatif                                |                                                                                                                                                                                                                                                                   | <p>Mahasiswa berpengalaman dalam melakukan survey dan observasi</p>                                                                                                                                                                                                                                                            | Kegiatan lapangan                                    |



|    |                                          |                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                              |                               |
|----|------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------|
| 11 | Aplikasi Analisis data dasar             | <ol style="list-style-type: none"> <li>1. Analisis deskriptif.</li> <li>2. Metode univariat.</li> <li>3. Cross tabulation.</li> <li>4. Chi Square</li> </ol>                                                                                                                                                                                                    | <p>Mahasiswa berpengalaman dan Mampu melakukan analisis Proyek risetnya:</p> <ul style="list-style-type: none"> <li>• deskriptif.</li> <li>• Metode univariat.</li> <li>• Cross tabulation.</li> <li>• Chi Square</li> </ul> | Hair et al                    |
| 12 | Aplikasi Anova, Korelasi dan regresi     | <ol style="list-style-type: none"> <li>1. Aplikasi penggunaan Anova.</li> <li>2. Aplikasi Korelasi</li> <li>3. Aplikasi Regesi</li> </ol>                                                                                                                                                                                                                       | <p>Mahasiswa berpengalaman dan Mampu melakukan analisis Proyek risetnya:</p> <ul style="list-style-type: none"> <li>• Aplikasi penggunaan Anova.</li> <li>• Aplikasi Korelasi</li> <li>• Aplikasi Regesi</li> </ul>          | Hair et al                    |
| 13 | Aplikasi Multivariat dan Analisis Faktor | <ol style="list-style-type: none"> <li>1. Maksud dan tujuan analisis multivariat dan penerapannya dalam riset pemasaran.</li> <li>2. Persiapan data</li> <li>3. Analisis dan interpretasi.</li> <li>4. Maksud dan Tujuan Analisis faktor serta penerapannya dalam riset pemasaran.</li> <li>5. Persiapan data</li> <li>6. Analisis dan interpretasi.</li> </ol> | <p>Mahasiswa berpengalaman dan Mampu melakukan analisis Proyek risetnya:</p> <ul style="list-style-type: none"> <li>• Multivariat dan</li> <li>• Analisis Faktor</li> </ul>                                                  | Hair et al                    |
| 14 | Membuat tulisan ilmiah                   |                                                                                                                                                                                                                                                                                                                                                                 | <p>Mahasiswa :</p> <ol style="list-style-type: none"> <li>1. Mampu menulis tulisan ilmiah</li> <li>2. Mepublikasikan di Konferen atau Jurnal Internasional</li> </ol>                                                        | Journal of Marketing Research |

## 12. Sains Pemerekan (MB6032)

|                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                       |                                                                     |                          |
|-----------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------|---------------------------------------------------------------------|--------------------------|
| <b>Kode Matakuliah:</b><br>MB6032 | <b>Bobot sks:</b><br>3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | <b>Semester:</b><br>2 | <b>KK / Unit Penanggung Jawab:</b><br>Strategi Bisnis dan Pemasaran | <b>Sifat:</b><br>Pilihan |
| <b>Nama Matakuliah</b>            | Stains Pemerekan                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                       |                                                                     |                          |
|                                   | Branding Science                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                       |                                                                     |                          |
| <b>Silabus Ringkas</b>            | <p>Brand merupakan hal yang strategis bagi perusahaan. Melalui brand perusahaan berusaha menciptakan sebuah diferensiasi yang membuatnya unik sehingga konsumen dapat mengenalinya dan menjadikannya preferensi yang kuat di tengah persaingan yang semakin ketat. Banyak produk yang sama memiliki nilai jual berbeda lantaran menggunakan brand yang berbeda.</p> <p>Brand is a strategic matter for the company. Through brand companies trying to create a differentiation which make it unique so that consumers can recognize it and make it a strong preference in the midst of an increasingly tight competition. A lot of the same products have different selling points because using a different brand.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                       |                                                                     |                          |
| <b>Silabus Lengkap</b>            | <p>Ada satu teori utama dan dua pendukung. Teori utamanya adalah Teori Brand, sedangkan teori pendukung adalah Teori Perilaku Konsumen dan Statistik. Teori Brand terdiri dari pengantar mengenai brand, hubungan antara brand dan konsumen, brand equity, brand awareness, brand image, brand communication, brand purchase, brand loyalty dan brand community. Teori pendukung berupa perilaku konsumen diperlukan untuk memahami hubungan antara konsumen dan brand, sedangkan teori mengenai statistik diperlukan untuk memahami arti dari nilai-nilai statistik yang digunakan dalam penelitian brand.</p> <p>There is one main theory and two supporters. The main theory is a theory of Brand, while the supporters theory is a theory of consumer behavior and statistics. Introduction to the theory of Brand consists of the brand, the relationship between brand and consumer, brand equity, brand awareness, brand image, brand communication, brand purchase, brand loyalty and brand community. Supporters of the theory of consumer behaviour is needed to understand the relationship between consumers and the brand, while the theory of statistics needed to understand the meaning of the statistic values are used in the research brand.</p> |                       |                                                                     |                          |
| <b>Luaran (Outcomes)</b>          | <p>Setelah mengikuti kuliah ini, mahasiswa diharapkan mampu:</p> <ol style="list-style-type: none"> <li>1. Cognitive domain: <ul style="list-style-type: none"> <li>• Memahami konsep brand</li> <li>• Memahami hubungan antara brand dan konsumen</li> <li>• Memahami konsep brand equity</li> <li>• Memahami konsep brand awareness dan cara mengukunya</li> <li>• Memahami konsep brand image dan cara mengukunya</li> <li>• Memahami konsep brand communication dan cara mengukur dampaknya</li> <li>• Memahami konsep brand purchase dan cara mengukunya</li> <li>• Memahami konsep brand loyalty dan cara mengukunya</li> <li>• Memahami konsep brand community dan cara mengukur dampaknya</li> </ul> </li> <li>2. Affective domain: <ul style="list-style-type: none"> <li>• Mengembangkan minat untuk melakukan observasi mandiri mengenai brand dan hubungan antara brand dengan konsumen di dalam kehidupan sehari-hari</li> </ul> </li> </ol>                                                                                                                                                                                                                                                                                                           |                       |                                                                     |                          |

**Bidang Akademik dan Kemahasiswaan ITB**

**Kur2013-Program Studi  
Magister Sains Manajemen**

**Halaman 49 dari 100**

Template Dokumen ini adalah milik Direktorat Pendidikan - ITB  
Dokumen ini adalah milik Program Studi Magister Sains Manajemen ITB.  
Dilarang untuk me-reproduksi dokumen ini tanpa diketahui oleh Dirdik-ITB dan SBM-ITB.

|                           |                                                                                                                                                                                                                                                                                                              |             |              |
|---------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------|
| <b>Matakuliah Terkait</b> |                                                                                                                                                                                                                                                                                                              |             |              |
| <b>Kegiatan Penunjang</b> |                                                                                                                                                                                                                                                                                                              |             |              |
| <b>Pustaka</b>            | [1] Nasution, R.A. (2011), Brand dan Konsumen, Diktat Kuliah, Program Studi MSM ITB<br>[2] Keller, K.L. (2008), Strategic Brand Management, 3rd Edition, Prentice Hall (Pustaka Utama)<br>[3] Harvard Business Review on Brand Management, Harvard Business School Press, 1999<br>[4] Various journal papers |             |              |
| <b>Panduan Penilaian</b>  | Absensi                                                                                                                                                                                                                                                                                                      | 10%         | 10%          |
|                           | Quiz                                                                                                                                                                                                                                                                                                         | 10%         | 10%          |
|                           | UTS                                                                                                                                                                                                                                                                                                          | 20%         | 20%          |
|                           | Tugas paper kecil                                                                                                                                                                                                                                                                                            | 20%         | 20%          |
|                           | UAS (tugas paper)                                                                                                                                                                                                                                                                                            | 40%         | 40%          |
| <b>TOTAL</b>              |                                                                                                                                                                                                                                                                                                              | <b>100%</b> | <b>100 %</b> |
| <b>Catatan Tambahan</b>   |                                                                                                                                                                                                                                                                                                              |             |              |

| <b>Mg#</b> | <b>Topik</b>                                                                                                             | <b>Sub Topik</b>                                                                                                                                                                                                                                                                                                                                                                     | <b>Capaian Belajar Mahasiswa</b>                                                                                                                                                                                                                                           | <b>Sumber Materi</b>                                                                                                                                                                         |
|------------|--------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1          | Sesi 1:<br>Intro to course syllabus and class rules:<br>Sesi 2:<br>Intro to brand and relationship of brand and consumer | <ul style="list-style-type: none"> <li>• Penjelasan mengenai isi silabus dan aturan kuliah</li> <li>• Penjelasan mengenai teknik critical paper review</li> <li>• Penjelasan mengenai research quality</li> <li>• Customer Relationship Management</li> <li>• Costumer Equity</li> <li>• Relationship of Costumer Equity and Brand Equity</li> </ul>                                 | Mahasiswa mampu: <ul style="list-style-type: none"> <li>• Memahami pengetahuan merek dan menilai pengetahuan pelanggan akan merek tersebut.</li> <li>• Memahami respon pelanggan terhadap merek.</li> </ul>                                                                | [1] Nasution, R.A. (2011), Brand dan Konsumen, Diktat Kuliah, Program Studi MSM ITB<br>[2] Keller, K.L. (2008), Strategic Brand Management, 3rd Edition, Prentice Hall (Pustaka Utama) Bab 2 |
| 2          | Sesi 1&2: Theory of consumer behavior in brand                                                                           | <ul style="list-style-type: none"> <li>• Consumer Behavior</li> <li>• Brand Strategies Management.</li> </ul>                                                                                                                                                                                                                                                                        | Mahasiswa mampu: <ul style="list-style-type: none"> <li>• Memahami konsep perilaku pelanggan terhadap brand.</li> <li>• Mengidentifikasi dan mengukur konsep perilaku pelanggan terhadap brand.</li> </ul>                                                                 |                                                                                                                                                                                              |
| 3          | Sesi 1&2: Statistics in brand research                                                                                   | <ul style="list-style-type: none"> <li>• Applied Statistics.</li> <li>• Brand Strategies Management.</li> </ul>                                                                                                                                                                                                                                                                      | Mahasiswa mampu: <ul style="list-style-type: none"> <li>• Memahami brand melalui pengukuran statistik.</li> <li>• Mengembangkan minat untuk melakukan observasi mandiri mengenai brand dan hubungan antara brand dengan konsumen di dalam kehidupan sehari-hari</li> </ul> |                                                                                                                                                                                              |
| 4          | Sesi 1: Brand equity<br>Sesi 2: Brand awareness                                                                          | <ul style="list-style-type: none"> <li>• Costumer-Based Brand Equity.</li> <li>• Choosing brand elements to built brand equity.</li> <li>• Designing marketing program to built brand equity</li> <li>• Integrating marketing communications to built brand equity.</li> <li>• Leveraging secondary brand associations to built brand equity.</li> <li>• Brand awareness.</li> </ul> | Mahasiswa mampu: <ul style="list-style-type: none"> <li>• Memahami konsep brand equity</li> <li>• Memahami konsep brand awareness dan cara mengukurnya</li> </ul>                                                                                                          | Keller, K.L. (2008), Strategic Brand Management, 3rd Edition, Prentice Hall (Pustaka Utama) Bab 2, 4, 5, 6, & 7                                                                              |
| 5          | Sesi 1: Brand purchase<br>Sesi 2: Brand loyalty                                                                          | <ul style="list-style-type: none"> <li>• Brand Purchase</li> <li>• Brand Equity</li> </ul>                                                                                                                                                                                                                                                                                           | Mahasiswa mampu: <ul style="list-style-type: none"> <li>• Memahami konsep brand image dan cara mengukurnya</li> <li>• Memahami konsep brand</li> </ul>                                                                                                                     |                                                                                                                                                                                              |

|    |                                                                           |                                                                                         |                                                                                                                                                                                                                                         |                                                                                                                                         |
|----|---------------------------------------------------------------------------|-----------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------|
|    |                                                                           |                                                                                         | <p>communication dan cara mengukur dampaknya</p> <ul style="list-style-type: none"> <li>• Memahami konsep brand loyalty dan cara mengukurnya</li> </ul>                                                                                 |                                                                                                                                         |
| 6  | <p>Sesi 1: Brand community<br/>Sesi 2: Presentation of paper proposal</p> | <ul style="list-style-type: none"> <li>• Brand Community</li> <li>• Journals</li> </ul> | <ul style="list-style-type: none"> <li>• Memahami konsep brand community dan cara mengukur dampaknya</li> <li>• Mengkritisi riset-riset Brand Management terdahulu</li> <li>• Mengembangkan Model dan Riset Brand Management</li> </ul> | <p>Keller, K.L. (2008), <i>Strategic Brand Management</i>, 3rd Edition, Prentice Hall (Pustaka Utama)</p> <p>Various journal papers</p> |
| 7  | UTS                                                                       |                                                                                         |                                                                                                                                                                                                                                         |                                                                                                                                         |
| 8  | Sesi 1&2: Paper presentation (literature review)                          | Journals.                                                                               | <p>Mahasiswa mampu:</p> <ul style="list-style-type: none"> <li>• Mengkritisi riset-riset Brand Management terdahulu</li> <li>• Mengembangkan Model dan Riset Brand Management</li> </ul>                                                | Various journal papers                                                                                                                  |
| 9  | Sesi 1 & 2: Paper presentation (literature review and research model)     | Journals.                                                                               | <p>Mahasiswa mampu:</p> <ul style="list-style-type: none"> <li>• Mengkritisi riset-riset Brand Management terdahulu</li> <li>• Mengembangkan Model dan Riset Brand Management</li> </ul>                                                | Various journal papers                                                                                                                  |
| 10 | Sesi 1 & 2: Paper presentation (research model and methodology)           | Journals.                                                                               | <p>Mahasiswa mampu:</p> <ul style="list-style-type: none"> <li>• Mengkritisi riset-riset Brand Management terdahulu</li> <li>• Mengembangkan Model dan Riset Brand Management</li> </ul>                                                | Various journal papers                                                                                                                  |
| 11 | Sesi 1 & 2: Paper presentation (methodology and statistics)               | Journals.                                                                               | <p>Mahasiswa mampu:</p> <ul style="list-style-type: none"> <li>• Mengkritisi riset-riset Brand Management terdahulu</li> <li>• Mengembangkan Model dan Riset Brand Management</li> </ul>                                                | Various journal papers                                                                                                                  |
| 12 | Sesi 1 & 2: Data collection and report                                    | Journals.                                                                               | <p>Mahasiswa mampu:</p> <ul style="list-style-type: none"> <li>• Mengkritisi riset-riset Brand Management terdahulu</li> <li>• Mengembangkan Model dan Riset Brand Management</li> </ul>                                                | Various journal papers                                                                                                                  |
| 13 | Sesi 1 & 2: Data collection and report                                    | Journals.                                                                               | <p>Mahasiswa mampu:</p> <ul style="list-style-type: none"> <li>• Mengkritisi riset-riset Brand Management terdahulu</li> <li>• Mengembangkan Model dan Riset Brand Management</li> </ul>                                                | Various journal papers                                                                                                                  |
| 14 | Sesi 1 & 2: Data collection and report                                    | Journals.                                                                               | <p>Mahasiswa mampu:</p> <ul style="list-style-type: none"> <li>• Mengkritisi riset-riset Brand Management terdahulu</li> <li>• Mengembangkan Model dan Riset Brand Management</li> </ul>                                                | Various journal papers                                                                                                                  |
| 15 | Sesi 1 & 2: Findings and analysis                                         | Journals.                                                                               | <p>Mahasiswa mampu:</p> <ul style="list-style-type: none"> <li>• Mengkritisi riset-riset Brand Management terdahulu</li> <li>• Mengembangkan Model dan Riset Brand Management</li> </ul>                                                | Various journal papers                                                                                                                  |
| 16 | UAS: final paper presentation                                             |                                                                                         |                                                                                                                                                                                                                                         |                                                                                                                                         |

### 13. Strategi Pemasaran Jasa (MB6033)

|                                   |                                                                                                                                                                           |             |                             |                                  |
|-----------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------|-----------------------------|----------------------------------|
| Kode Matakuliah:<br><b>MB6033</b> | Bobot sks:3                                                                                                                                                               | Semester: 2 | KK / Unit Penanggung Jawab: | Sifat:<br>[Wajib Prodi/ Pilihan] |
| Nama Matakuliah                   | Studi Pemasaran Jasa                                                                                                                                                      |             |                             |                                  |
|                                   | Service Marketing Study                                                                                                                                                   |             |                             |                                  |
| Silabus Ringkas                   | Kuliah ini bertujuan untuk memberikan pemahaman tentang isi-upemasaran yang unik terkait dengan industri jasa. Peran pertumbuhan jasa dalam ekonomi global akan diuraikan |             |                             |                                  |

|                                                                                                                                                                                                                                           |                                                       |                            |
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| <b>Bidang Akademik dan Kemahasiswaan ITB</b>                                                                                                                                                                                              | <b>Kur2013-Program Studi Magister Sains Manajemen</b> | <b>Halaman 51 dari 100</b> |
| <p>Template Dokumen ini adalah milik Direktorat Pendidikan - ITB<br/> Dokumen ini adalah milik Program Studi Magister Sains Manajemen ITB.<br/> Dilarang untuk me-reproduksi dokumen ini tanpa diketahui oleh Dirdik-ITB dan SBM-ITB.</p> |                                                       |                            |

|                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
|---------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                           | This course seeks to provide an understanding of the unique marketing issues related to service industries .The growing role of services in the global economy will be outlined                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>Silabus Lengkap</b>    | <p>Aplikasi teoridan penelitian manajemen The "star service" merupakan kerangka kerjauntuk menggambarkan, menganalisis, dan modellayananbisnis desain.</p> <ul style="list-style-type: none"> <li>•proses dan hasil dimensipelayanan</li> <li>•a priori dan pascasegmentasihodari pelanggan layanan •pelangganperan dalam pelayanan</li> <li>•globalisasi layanan</li> <li>•posisi layanan</li> <li>•orang dalam proses pelayanan</li> <li>•jasa operasi dan link untuk pemasaran jasa</li> <li>•model layanan laba</li> <li>•penggunaan teknologi dan internet dalam pelayanan</li> <li>•kemitraan dan jaringan.</li> </ul> <p>Selain mempelajari perkembangan pengetahuan ini juga mengembangkan hipotesis diujikan perspektif teoritis yang membangun basis pengetahuan saat ini</p> <p>Theory and management research of the "service star" serves a framework to describe, analyze, and design service business models:</p> <ul style="list-style-type: none"> <li>➢ process and outcome dimensions of services</li> <li>➢ a priori and post hoc segmentation of service customers • customer roles in services</li> <li>➢ globalization of services</li> <li>➢ positioning of services</li> <li>➢ people in the service process</li> <li>➢ services operations and its link to services marketing</li> <li>➢ the service profit model</li> <li>➢ use of technology and the Internet in services</li> <li>➢ partnerships and networks.</li> </ul> <p>Besides, advancing this knowledge by developing testable hypotheses and theoretical perspectives that build on the current knowledge base.</p> |
| <b>Luaran (Outcomes)</b>  | <p>Tujuan dari kelas ini</p> <ul style="list-style-type: none"> <li>➢ memberikan apresiasi yang mendalam dan pemahaman tentang tantangan unik yang melekat dalam mengelola dan memberikan layanan yang berkualitas. Peserta akan diperkenalkan dan memiliki kesempatan untuk berkegiatan alat dan strategi mengatasi tantangan ini.</li> <li>➢ mengembangkan pemahaman tentang 'keadaan seni' pemikiran manajemen pelayanan.</li> <li>➢ mempromosikan layanan pelanggan berorientasi pola pikir.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| <b>Matakuliah Terkait</b> |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| <b>Kegiatan Penunjang</b> | Latihan dan Presentasi Konsep                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>Pustaka</b>            | <ol style="list-style-type: none"> <li>1. Journal of Service Marketing</li> <li>2. Journal of Academy Marketing Science</li> <li>3. Lovelock, C., Wirtz, J. (2010), <i>Services Marketing: People, Technology and Strategy</i>, Prentice Hall.</li> <li>4. Lovelock, C., Wirtz, J., Hean Tat Keh, Xiongwen Lu (2005) <i>Service Marketing in Asia</i>, 2<sup>nd</sup> People, Technology and Strategy, Prentice Hall.</li> <li>5. Zeithaml, V.A., Bitner, M.J., Gremler, D.D (2010), <i>Services Marketin: Integrating Customer Focus Across the Firm</i>, 4<sup>th</sup> Ed., McGraw-Hill.</li> </ol>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| <b>Panduan Penilaian</b>  | <ol style="list-style-type: none"> <li>1) Class participation (40%)</li> <li>2) An "Idea" paper (10%)</li> <li>3) A Ready to publish Journal's article (50%)</li> </ol>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <b>Catatan Tambahan</b>   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |

| Mg # | Topik                                          | Sub Topik                                             | Capaian Belajar Mahasiswa                                                                                                                                                                      | Sumber Materi                                                                                               |
|------|------------------------------------------------|-------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------|
| 1    | Pemahaman Layanan Produk, Pelanggan, dan Pasar | Perspektif Baru Pada Pemasaran Dalam Ekonomi Layanan  | <p>Mahasiswa mampu:</p> <ul style="list-style-type: none"> <li>• Memahami pandangan baru dalam ekonomi layanan.</li> <li>• Memahami dan menilai perilaku pelanggan.</li> </ul>                 | Lovelock, C., Wirtz, J. (2010), <i>Services Marketing: People, Technology and Strategy</i> , Prentice Hall. |
| 2    | Pemahaman Layanan Produk, Pelanggan, dan Pasar | Perilaku Pelanggan Dalam Layanan Pertemuan            | <p>Mahasiswa mampu:</p> <ul style="list-style-type: none"> <li>• Memahami pandangan baru dalam ekonomi layanan.</li> <li>• Memahami dan menilai perilaku pelanggan.</li> </ul>                 | Lovelock, C., Wirtz, J. (2010), <i>Services Marketing: People, Technology and Strategy</i> , Prentice Hall. |
| 3    | Membangun Model Pelayanan                      | Mengembangkan konsep pelayanan dan elemen tambahan.   | <p>Mahasiswa mampu:</p> <ul style="list-style-type: none"> <li>• Mengembangkan konsep pelayanan dengan tepat.</li> <li>• Memahami jaringan yang digunakan untuk melayani pelanggan.</li> </ul> | Lovelock, C., Wirtz, J. (2010), <i>Services Marketing: People, Technology and Strategy</i> , Prentice Hall. |
| 4    | Membangun Model                                | Mendistribusikan pelayanan melalui beberapa jaringan. | Mahasiswa mampu:                                                                                                                                                                               | Lovelock, C., Wirtz, J. (2010),                                                                             |

**Bidang Akademik dan Kemahasiswaan ITB**

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Template Dokumen ini adalah milik Direktorat Pendidikan - ITB  
Dokumen ini adalah milik Program Studi Magister Sains Manajemen ITB.  
Dilarang untuk me-reproduksi dokumen ini tanpa diketahui oleh Dirdik-ITB dan SBM-ITB.

|    |                                                 |                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                            |
|----|-------------------------------------------------|------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------|
|    | Pelayanan                                       |                                                                              | <ul style="list-style-type: none"> <li>• Mengembangkan konsep pelayanan dengan tepat.</li> <li>• Memahami jaringan yang digunakan untuk melayani pelanggan.</li> </ul>                                                                                                                                                                                                                                                                                                                       | <i>Services Marketing: People, Technology and Strategy, Prentice Hall.</i>                                 |
| 5  | Membangun Model Pelayanan                       | Merancang harga dan menerapkan pendapatan. Mengatur kapasitas permintaan.    | <p>Mahasiswa mampu:</p> <ul style="list-style-type: none"> <li>• Merancang dan menetapkan harga dengan tepat.</li> <li>• Menilai kapasitas permintaan.</li> </ul>                                                                                                                                                                                                                                                                                                                            | <i>Lovelock, C., Wirtz, J. (2010), Services Marketing: People, Technology and Strategy, Prentice Hall.</i> |
| 6  | Analisis Kasus 1                                | Starbucks: Delivering Customer Service                                       | <p>Mahasiswa mampu:</p> <ul style="list-style-type: none"> <li>• Menilai situasi, menyortir dan mengatur informasi inti.</li> <li>• Mendefinisikan kesempatan dan masalah.</li> <li>• Mengidentifikasi dan mengevaluasi tindakan. Menafsirkan data.</li> <li>• Mengevaluasi hasil dari strategi masa lalu.</li> <li>• Mengembangkan dan membela strategi baru.</li> <li>• Membuat keputusan di bawah kondisi ketidakpastian dan kritis.</li> <li>• Mengevaluasi karya orang lain.</li> </ul> | <i>[Lovelock et al. (2011), 7<sup>th</sup> Edition. Case # 18</i>                                          |
| 7  | Pengaturan pelayanan tatap muka dengan konsumen | <i>Educating Customers &amp; Promoting the Value Propositions</i>            | <p>Mahasiswa mampu:</p> <ul style="list-style-type: none"> <li>• Memahami nilai-nilai penerapan promosi yang tepat.</li> <li>• Mengidentifikasi nilai-nilai pendidikan pelanggan.</li> </ul>                                                                                                                                                                                                                                                                                                 | <i>Lovelock, C., Wirtz, J. (2010), Services Marketing: People, Technology and Strategy, Prentice Hall.</i> |
| 8  | UTS                                             |                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                            |
| 9  | Pengaturan pelayanan tatap muka dengan konsumen | <i>Positioning Services in Competitive Market Managing Service Employees</i> | Mahasiswa mampu memahami situasi pasar dalam menempatkan pelayanan terhadap pelanggan.                                                                                                                                                                                                                                                                                                                                                                                                       | <i>Lovelock, C., Wirtz, J. (2010), Services Marketing: People, Technology and Strategy, Prentice Hall.</i> |
| 10 | Analisis Kasus 2                                | <i>Hilton HHonors Worldwide : Loyalty Wars</i>                               | <p>Mahasiswa mampu:</p> <ul style="list-style-type: none"> <li>• Menilai situasi, menyortir dan mengatur informasi inti.</li> <li>• Mendefinisikan kesempatan dan masalah.</li> <li>• Mengidentifikasi dan mengevaluasi tindakan. Menafsirkan data.</li> <li>• Mengevaluasi hasil dari strategi masa lalu.</li> <li>• Mengembangkan dan membela strategi baru.</li> <li>• Membuat keputusan di bawah kondisi ketidakpastian dan kritis.</li> <li>• Mengevaluasi karya orang lain.</li> </ul> | <i>[Lovelock et al. (2011), 7<sup>th</sup> Edition, Case #14</i>                                           |
| 11 | Penerapan pelayanan yang menguntungkan          | <i>Crafting the Service Environment</i>                                      | Mahasiswa mampu mengidentifikasi dan menganalisa lingkungan bisnis jasa.                                                                                                                                                                                                                                                                                                                                                                                                                     | <i>Lovelock, C., Wirtz, J. (2010), Services Marketing: People, Technology and Strategy, Prentice Hall.</i> |
| 12 | Penerapan pelayanan yang menguntungkan          | <i>Managing Relationships &amp; Building Customer Loyalty</i>                | Mahasiswa mampu menilai dan memahami hubungan antara pegawai dengan pelanggan.                                                                                                                                                                                                                                                                                                                                                                                                               | <i>Lovelock, C., Wirtz, J. (2010), Services Marketing: People, Technology and Strategy, Prentice Hall.</i> |
| 13 | Penerapan pelayanan yang menguntungkan          | <i>Improving Service Quality &amp; Productivity</i>                          | Mahasiswa mampu memahami bagaimana meningkatkan kualitas jasa atau layanan dan produktifitas.                                                                                                                                                                                                                                                                                                                                                                                                | <i>Lovelock, C., Wirtz, J. (2010), Services Marketing: People, Technology and Strategy, Prentice Hall.</i> |
| 14 | UAS                                             |                                                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                            |

## 14. Analisis Perilaku Konsumen (MB6034)

|                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                    |                                    |                          |
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| <b>Kode Matakuliah:</b><br>MB6034 | <b>Bobot sks:</b> 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | <b>Semester:</b> 2 | <b>KK / Unit Penanggung Jawab:</b> | <b>Sifat:</b><br>Pilihan |
| <b>Nama Matakuliah</b>            | Analisis Perilaku Konsumen                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                    |                                    |                          |
|                                   | Consumer Behavior Analysis                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                    |                                    |                          |
| <b>Silabus Ringkas</b>            | Memahami perilaku konsumen membantu pemasar mengantisipasi reaksi terhadap perubahan dalam bauran pemasaran atau menentukan kapan produk baru diadopsi.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                    |                                    |                          |
|                                   | Understanding the behavior of consumer can help marketers anticipate reactions to changes in the marketing mix or determine when new products are likely to be adopted.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                    |                                    |                          |
| <b>Silabus Lengkap</b>            | <p>Aplikasi teori perilaku ilmu pengetahuan dan penelitian terhadap perilaku konsumsi individu dalam masyarakat:</p> <p>Memeriksa proses keputusan konsumen dan pengaruhnya terhadap pengambilan keputusan konsumen pengaruh eksternal environmental (budaya, subkultur, kelas sosial, kelompok referensi, keluarga, dan pengaruh pribadi) dan pengaruh psikologis internal (kepribadian dan gaya hidup, belajar, motif, persepsi, dan keyakinan dan sikap).</p> <p>1. memahami pendekatan teoretis dan metodologis saat ini untuk berbagai aspek perilaku konsumen, serta</p> <p>2. memajukan pengetahuan ini dengan mengembangkan hipotesis diujikan perspektif teoritis yang membangun basis pengetahuan saat ini</p> <p>Application of behavior science theory and research to the consumption behavior of individuals in society: Examines the <i>consumer decision process</i> and the effect on consumer decision making of <i>external environmental influences</i> (culture, subculture, social class, reference groups, family, and personal influences) and of <i>internal psychological influences</i> (personality and lifestyle, learning, motives, perception, and beliefs and attitudes).</p> <p>1. understanding current theoretical and methodological approaches to various aspects of consumer behavior, as well as</p> <p>2. advancing this knowledge by developing testable hypotheses and theoretical perspectives that build on the current knowledge base.</p>                                                                               |                    |                                    |                          |
| <b>Luaran (Outcomes)</b>          | <p>Tujuan dari kelas ini menyediakan siswa pengantar untuk penelitian perilaku konsumen, dan menyediakan dasar untuk berpikir kritis di lapangan. Tujuan ini dijabarkan ke "tujuan ditindaklanjuti" dengan memberikan siswa menyelesaikan seminar kemampuan untuk:</p> <p>1. menulis dan mempublikasikan artikel di bidang perilaku konsumen, dan</p> <p>2. cerda kerjakeritika yang dilakukan oleh orang lain di lapangan. Tujuan kedua adalah bertemu dalam seminar CB dalam berbagai cara</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                    |                                    |                          |
| <b>Matakuliah Terkait</b>         | MB6021-MB7222 , Riset Pemasaran                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                    |                                    |                          |
| <b>Kegiatan Penunjang</b>         | Latihan dan Presentasi Konsep                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                    |                                    |                          |
| <b>Pustaka</b>                    | <ol style="list-style-type: none"> <li>1. Journal of Consumer Research,</li> <li>2. Journal of Academy Marketing Science</li> <li>3. Marieke de Mooij, Consumer behavior and Culture, Consequences for Global Marketing and Advertising, 2nd Ed, 2011, SAGE , (Pustaka utama)</li> <li>4. Penny Carte and Chris Fox, Canning Bridging the Cultural Gap, a Practical Guide to International Business Communication, 2006, (Pustaka pendukung)</li> <li>5. Hoyer/MacInnis, Consumer Behavior, 4<sup>th</sup> Ed., Mc Graw Hill , 2007 (Pustaka utama)</li> <li>6. Michael R. Solomon, Consumer Behavior - Buying, Having, and Being , 7<sup>th</sup> Ed., 2007, (Pustaka pendukung)</li> <li>7. Hawkins, Mothersbaugh, and Best, Consumer Behavior, 10<sup>th</sup> Ed, 2007, ,Mc Graw Hill (Pustaka pendukung)</li> <li>8. Jay D. Linqvist, M Joseph Sirgy, <b>Shopper</b>, Buyer, and Consumer Behavior, 4<sup>th</sup> Ed., 2009, Atomic Dog</li> <li>9. Leon Schiffman /Leslie Lazar Kanuk ,Consumer Behavior, 9<sup>th</sup> Ed., 2007,</li> <li>10. Colin Shaw ,The DNA of Costumer Experience: How Emotions Drive Value. , 2007</li> <li>11. Clifford J Shultz , Marketing and Consumer Behavior in East and South East Asia, 1998, Anthony Pecotich, , Mc Graw Hill</li> <li>12. Emotion and Reason in Consumer Behavior, 2006, Arjun Chaudhuri, Elsevier</li> <li>13. Critical Thinking in Consumer Behavior: Cases and Experiential Exercises, 2010, Judy Graham, Pearson Consumer Bahavior, 14<sup>th</sup> Ed., 2006, J.F Blackwell, R.D Miniard</li> </ol> |                    |                                    |                          |
| <b>Panduan Penilaian</b>          | <ol style="list-style-type: none"> <li>4) Partisipasi Kelas (20%)</li> <li>5) Presentasi : 2 Concept Model (20%)</li> <li>6) UTS dan UAS (30%)</li> <li>7) 1 published Article on local news paper (30%)</li> </ol>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                    |                                    |                          |
| <b>Catatan Tambahan</b>           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                    |                                    |                          |

| Mg # | Topik | Sub Topik | Capaian Belajar Mahasiswa | Sumber Materi |
|------|-------|-----------|---------------------------|---------------|
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| <b>Bidang Akademik dan Kemahasiswaan ITB</b>                                                                                                                                                                                                  | <b>Kur2013-Program Studi Magister Sains Manajemen</b> | <b>Halaman 54 dari 100</b> |
| <p>Template Dokumen ini adalah milik Direktorat Pendidikan - ITB</p> <p>Dokumen ini adalah milik Program Studi Magister Sains Manajemen ITB.</p> <p>Dilarang untuk me-reproduksi dokumen ini tanpa diketahui oleh Dirdik-ITB dan SBM-ITB.</p> |                                                       |                            |

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|---|----------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1 | Pengantar Consumer Behaviour                       | <ul style="list-style-type: none"> <li>Pengantar Consumer Behaviour</li> <li>Indonesia Convergence (Divergence) Market and Consumption Pattern</li> </ul>                                                    | <ul style="list-style-type: none"> <li>Mahasiswa memahami manfaat mempelajari perilaku konsumen dalam studi manajemen, khususnya ilmu pemasaran</li> <li>Mampu menganalisa Convergence pada Pola Konsumsi Masyarakat</li> </ul>                                                                                                      | 6: Bab 1<br>5: Bab 2<br>Marieke de Mooij, Geert Hofstede, Convergence and divergence in consumer behavior: implications for international retailing, Journal of Retailing 78 (2002) 61–69 |
| 2 | Culture                                            | <ul style="list-style-type: none"> <li>Definisi Budaya</li> <li>Komponen Budaya</li> <li>Dimensi Budaya dan dampaknya pada perilaku pembelian</li> </ul>                                                     | <p><i>Mahasiswa:</i></p> <ul style="list-style-type: none"> <li>Memahami pentingnya budaya dalam pembentukan perilaku konsumen</li> <li>Memahami perbedaan budaya dan antisipasinya</li> <li>Mampu menganalisa budaya melalui dimensi-dimensi budaya</li> </ul>                                                                      | 3: Bab 1 sd 4<br>6: Bab 16<br>9 : Bab14                                                                                                                                                   |
| 3 | External Influences:                               | <p>External Influences:</p> <ul style="list-style-type: none"> <li>Family,</li> <li>References,</li> <li>Group</li> </ul>                                                                                    | <p>Mahasiswa :</p> <ul style="list-style-type: none"> <li>memahami konsumen sebagai makhluk social dan peran factor ini dalam pengambilan keputusan</li> <li>menilai konsumen dari factor ini berdasarkan hasil penelitian yang diambil dari jurnal yang mutakhir dan diskusi perancangan model yang dipresentasikan</li> </ul>      | 5 : Bab 16<br>6: Bab 11,13 dan 14                                                                                                                                                         |
| 4 | Consumer's Knowledge, Understanding and Perception | <ul style="list-style-type: none"> <li>Consumer Learning,</li> <li>Consumer's Knowledge,</li> <li>Consumer Perception</li> </ul>                                                                             | <p>Mahasiswa :</p> <ul style="list-style-type: none"> <li>memahami peran pengolahan informasi dan Persepsi Konsumen dalam pengambilan keputusan</li> <li>menilai konsumen dari factor ini berdasarkan hasil penelitian yang diambil dari jurnal yang mutakhir dan diskusi rancangan model yang dipresentasikan</li> </ul>            | 5: Bab 4, dan 5<br>7 : Bab 9                                                                                                                                                              |
| 5 | Memory, Retrieval and Decision Making              | <ul style="list-style-type: none"> <li>Memory,</li> <li>Retrieval and</li> <li>Decision Making</li> </ul>                                                                                                    | <p>Mahasiswa :</p> <ul style="list-style-type: none"> <li>memahami factor-faktor yang terkait dalam proses pengambilan keputusan</li> <li>memahami proses pengambilan keputusan pembelian konsumen berdasarkan hasil penelitian yang diambil dari jurnal yang mutakhir dan diskusi perancangan model yang dipresentasikan</li> </ul> | 5: Bab 8 dan 9<br>6 : Bab 12<br>7 : Bab 9 dan 16                                                                                                                                          |
| 6 | Consumer Psychographics                            | <ul style="list-style-type: none"> <li>Consumer Value and Motives</li> <li>Personality and</li> <li>The Self</li> </ul>                                                                                      | <p>Mahasiswa :</p> <ul style="list-style-type: none"> <li>memahami konsumen dari kepribadian, motivasi, proses belajar dan pengetahuannya</li> <li>menilai konsumen dari factor ini berdasarkan hasil penelitian yang diambil dari jurnal yang mutakhir dan diskusi Case yang dipresentasikan</li> </ul>                             | 5: Bab 15<br>6 : Bab 4,5 dan 6<br>7: Bab 12                                                                                                                                               |
| 7 | <b>5.</b>                                          | <b>6.</b>                                                                                                                                                                                                    | <b>•</b>                                                                                                                                                                                                                                                                                                                             | <b>7.</b>                                                                                                                                                                                 |
| 8 | Consumer Adoption                                  | <p><b>Proses Adopsi inovasi :</b></p> <ul style="list-style-type: none"> <li>Opinion leadership</li> <li>Difusi inovasi</li> <li>Proses Difusi</li> <li>Proses adopsi</li> <li>Consumer innovator</li> </ul> | <p>Mahasiswa :</p> <ul style="list-style-type: none"> <li>memahami peran konsumen dalam adopsi inovasi</li> <li>memahami proses adopsi inovasi berdasarkan hasil penelitian yang diambil dari jurnal yang mutakhir dan diskusi perancangan model yang dipresentasikan</li> </ul>                                                     |                                                                                                                                                                                           |
| 9 | Consumer loyalty                                   | <ul style="list-style-type: none"> <li>Consumer's Experience</li> <li>Consumer Satisfaction</li> </ul>                                                                                                       | Bagaimana konsumen dapat belajar dari pengalaman dan kepuasan, dan loyalitas konsumen                                                                                                                                                                                                                                                | 5: Bab 11                                                                                                                                                                                 |

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|----|----------------------------------------|---------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------|
|    |                                        | and loyalty                                                                           |                                                                                                                                                                                                                                                                                               |                                                                           |
| 10 | Attitude Change Strategy               |                                                                                       | Mahasiswa : <ul style="list-style-type: none"> <li>Memahami konsumen dari sikapnya serta strategi untuk mengubahnya</li> <li>menilai konsumen dari factor ini berdasarkan hasil penelitian yang diambil dari jurnal yang mutakhir dan diskusi rancangan model yang dipresentasikan</li> </ul> | 6 : Bab 8                                                                 |
| 11 | Pengembangan Model Perilaku Pembelanja | <ul style="list-style-type: none"> <li>Pengembangan Model</li> <li>Diskusi</li> </ul> | Mahasiswa: <ul style="list-style-type: none"> <li>Mampu mengkritisi riset-riset Perilaku Konsumen terdahulu</li> <li>Mengembangkan Model dan Riset Perilaku Konsumen</li> </ul>                                                                                                               | Journal of Consumer Research, 19-<br>Journal of Academy Marketing Science |
| 12 | Pengembangan Model Perilaku Pembelanja | <ul style="list-style-type: none"> <li>Pengembangan Model</li> <li>Diskusi</li> </ul> | Mahasiswa: <ul style="list-style-type: none"> <li>Mampu mengkritisi riset-riset Perilaku Konsumen terdahulu</li> <li>Mengembangkan Model dan Riset Perilaku Konsumen</li> </ul>                                                                                                               | Journal of Consumer Research, 19-<br>Journal of Academy Marketing Science |
| 13 | Pengembangan Model Perilaku Pembelanja | <ul style="list-style-type: none"> <li>Pengembangan Model</li> <li>Diskusi</li> </ul> | Mahasiswa: <ul style="list-style-type: none"> <li>Mampu mengkritisi riset-riset Perilaku Konsumen terdahulu</li> <li>Mengembangkan Model dan Riset Perilaku Konsumen</li> </ul>                                                                                                               | Journal of Consumer Research, 19-<br>Journal of Academy Marketing Science |
| 14 | Pengembangan Model Perilaku Pembelanja | <ul style="list-style-type: none"> <li>Pengembangan Model</li> <li>Diskusi</li> </ul> | Mahasiswa: <ul style="list-style-type: none"> <li>Mampu mengkritisi riset-riset Perilaku Konsumen terdahulu</li> <li>Mengembangkan Model dan Riset Perilaku Konsumen</li> </ul>                                                                                                               | Journal of Consumer Research, 19-<br>Journal of Academy Marketing Science |
| 15 | Pengembangan Model Perilaku Pembelanja | <ul style="list-style-type: none"> <li>Pengembangan Model</li> <li>Diskusi</li> </ul> | Mahasiswa: <ul style="list-style-type: none"> <li>Mampu mengkritisi riset-riset Perilaku Konsumen terdahulu</li> <li>Mengembangkan Model dan Riset Perilaku Konsumen</li> </ul>                                                                                                               | Journal of Consumer Research, 19-<br>Journal of Academy Marketing Science |
| 16 | UAS                                    |                                                                                       |                                                                                                                                                                                                                                                                                               |                                                                           |

## 15. Komersialisasi Teknologi (MB6035)

|                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                  |                                    |                          |
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| <b>Kode Matakuliah:</b><br>MB6035 | <b>Bobot sks:</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | <b>Semester:</b> | <b>KK / Unit Penanggung Jawab:</b> | <b>Sifat:</b><br>Pilihan |
| <b>Nama Matakuliah</b>            | Komersialisasi Teknologi                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                  |                                    |                          |
|                                   | Technology Commercialization                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                  |                                    |                          |
| <b>Silabus Ringkas</b>            | <p>Komersialisasi teknologi bermula dari saat pengembangan teknologi itu sendiri. Saat ada keputusan mengenai teknologi apa yang akan dibuat, di situlah mulai ada pemikiran mengenai potensi dari komersialisasi teknologi tersebut. Komersialisasi teknologi semakin rumit karena melibatkan banyak faktor dan aktor. Kondisi ekonomi, sosial dan budaya, perangkat peraturan, kesiapan masyarakat, dukungan pemerintah dan swasta dan sebagainya menjadi penentu keberhasilan komersialisasi teknologi. Melalui kuliah ini, mahasiswa akan mendapatkan pengetahuan dasar mengenai komersialisasi teknologi berupa definisi dari komersialisasi teknologi dan model-modelnya. Pengetahuan dasar ini kemudian dikembangkan melalui studi-studi kasus komersialisasi teknologi dan penelitian-penelitian terkini mengenai topik ini.</p> <p style="text-align: center;">i.</p> |                  |                                    |                          |

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| <b>Bidang Akademik dan Kemahasiswaan ITB</b>                                                                                                                                                                                   | <b>Kur2013-Program Studi Magister Sains Manajemen</b> | <b>Halaman 56 dari 100</b> |
| Template Dokumen ini adalah milik Direktorat Pendidikan - ITB<br>Dokumen ini adalah milik Program Studi Magister Sains Manajemen ITB.<br>Dilarang untuk me-reproduksi dokumen ini tanpa diketahui oleh Dirdik-ITB dan SBM-ITB. |                                                       |                            |



|                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
|---------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                           | <p>Commercialization of technology commences from the development of the technology itself. While there are decisions about what technology will be made, there is thought about the potential start of commercialisation of the technology. Commercialization of technology is getting complicated because it involves many factors and actors. The condition of the economy, society and culture, the regulations, the readiness of the community, Government and private support and so on became decisive success of technology commercialization. Through these lectures, students will gain a basic knowledge of the commercialization of technology in the form of a definition of the commercialization of technology and model-modelnya. Basic knowledge is then developed through case studies of commercialization of technologies and penelitian-current research on this topic.</p>                               |
| <i>Silabus Lengkap</i>    | <p>Secara singkat, topik-topik yang akan diajarkan adalah sebagai berikut:</p> <ol style="list-style-type: none"> <li>1. Konsep Teknologi</li> <li>2. Komersialisasi Teknologi</li> <li>3. Model-model dan Tahapan Komersialisasi Teknologi</li> <li>4. Peran Perguruan Tinggi dalam Komersialisasi Teknologi</li> <li>5. Peran Pemerintah dalam Komersialisasi Teknologi</li> <li>6. Peran Swasta dalam Komersialisasi Teknologi</li> <li>7. Inkubasi Bisnis berbasis Teknologi</li> <li>8. Peraturan Mengenai Komersialisasi Teknologi</li> <li>9. Perilaku Konsumen dalam Adopsi Teknologi</li> <li>10. Pengaruh Karakter Teknologi dalam Komersialisasi Teknologi</li> <li>11. Pengaruh Organisasi dalam Komersialisasi Teknologi</li> <li>12. Pengaruh Konteks dalam Komersialisasi Teknologi</li> </ol> <p style="text-align: center;"><b>ii.</b></p>                                                                    |
|                           | <p>In brief, the topics will be taught is as follows:</p> <ol style="list-style-type: none"> <li>1. Technology Concept</li> <li>2. Technology Commercialization</li> <li>3. Models and steps in Technology Commercialization</li> <li>4. The role of Univerity in Technology Commercialization</li> <li>5. The role of Government in Technology Commercialization</li> <li>6. The role of Private Sector in Technology Commercialization</li> <li>7. Business Incubation based on Technology Commercialization</li> <li>8. Regulation about Technology Commercialization</li> <li>9. Consumer Behavior in adopting Technology</li> <li>10. The influence of Character of technology in Technology Commercialization</li> <li>11. The influence of Organization in Technology Commercialization</li> <li>12. The influence of Context in Technology Commercialization</li> </ol> <p style="text-align: center;"><b>iii.</b></p> |
| <i>Luaran (Outcomes)</i>  | <p>Setelah mengikuti kuliah ini, mahasiswa diharapkan mampu:</p> <ol style="list-style-type: none"> <li>3. Cognitive domain: <ul style="list-style-type: none"> <li>• Memahami konsep teknologi</li> <li>• Memahami konsep, model dan tahapan komersialisasi teknologi</li> <li>• Memahami peran pemerintah, swasta dan perguruan tinggi dalam komersialisasi teknologi</li> <li>• Memahami konsep bisnis inkubasi</li> <li>• Memahami peraturan yang terkait dengan komersialisasi teknologi</li> <li>• Mampu mengidentifikasi pengaruh faktor-faktor penting dalam komersialisasi teknologi</li> </ul> </li> </ol> <p style="text-align: center;"><b>iv.</b></p> <ol style="list-style-type: none"> <li>4. Affective domain:<br/>Mengembangkan minat untuk melakukan observasi mandiri mengenai komersialisasi teknologi di dalam kehidupan sehari-hari</li> </ol>                                                           |
| <i>Matakuliah Terkait</i> | Tidak ada                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <i>Kegiatan Penunjang</i> | Makalah                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <i>Pustaka</i>            | Marsha, Kimbal P, Government Policy, Technology Innovation,2005, Best Business Book (Buku Utama)<br>Shane, a Scott, Management Technology, 2005, Wharton School Publishing (Buku Utama)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <i>Panduan Penilaian</i>  | 3 individual Paper masing-masing 20%, dan final paper 40%                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <i>Catatan Tambahan</i>   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |

| <i>Mg#</i> | <i>Topik</i>      | <i>Sub Topik</i>  | <i>Capaian Belajar Mahasiswa</i> | <i>Sumber Materi</i>         |
|------------|-------------------|-------------------|----------------------------------|------------------------------|
| 1          | Pengenalan Konsep | Pengenalan konsep | Mahasiswa mengenal kerangka      | Marsha, Kimbal P, Government |

|                                                                                                                                                                                                                                           |                                                           |                            |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------|----------------------------|
| <b>Bidang Akademik dan Kemahasiswaan ITB</b>                                                                                                                                                                                              | <b>Kur2013-Program Studi<br/>Magister Sains Manajemen</b> | <b>Halaman 57 dari 100</b> |
| <p>Template Dokumen ini adalah milik Direktorat Pendidikan - ITB<br/> Dokumen ini adalah milik Program Studi Magister Sains Manajemen ITB.<br/> Dilarang untuk me-reproduksi dokumen ini tanpa diketahui oleh Dirdik-ITB dan SBM-ITB.</p> |                                                           |                            |

|    |                                                         |                                                                                                   |                                                                                                 |                                                                                                                                                                                          |
|----|---------------------------------------------------------|---------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|    | Teknologi                                               | komersialisasi teknologi<br>Studi kasus komersialisasi teknologi                                  | komersialisasi teknologi melalui studi kasus                                                    | Policy, Technology Innovation, 2005, Best Business Book (Buku Utama)<br>Shane, a Scott, Management Technology, 2005, Wharton School Publishing (Buku Utama)                              |
| 2  | <i>Proses Komersialisasi Teknologi</i>                  | <i>Model Komersialisasi Teknologi Tahapan Komersialisasi Teknologi *</i>                          | <i>Mahasiswa memahami tahapan-tahapan penting dalam komersialisasi teknologi</i>                | Marsha, Kimbal P, Government Policy, Technology Innovation, 2005, Best Business Book (Buku Utama)<br>Shane, a Scott, Management Technology, 2005, Wharton School Publishing (Buku Utama) |
| 3  | <i>Studi kasus</i>                                      | <i>Presentasi</i>                                                                                 | <i>Mahasiswa memahami permasalahan komersialisasi melalui kasus</i>                             | Marsha, Kimbal P, Government Policy, Technology Innovation, 2005, Best Business Book (Buku Utama)<br>Shane, a Scott, Management Technology, 2005, Wharton School Publishing (Buku Utama) |
| 4  | <i>Peran universitas dalam komersialisasi teknologi</i> |                                                                                                   | <i>Mahasiswa memahami bagaimana universitas memulai proses komersialisasi teknologi</i>         | Marsha, Kimbal P, Government Policy, Technology Innovation, 2005, Best Business Book (Buku Utama)<br>Shane, a Scott, Management Technology, 2005, Wharton School Publishing (Buku Utama) |
| 5  | <i>Peran pemerintah dalam komersialisasi teknologi</i>  |                                                                                                   | <i>Mahasiswa memahami peran penting pemerintah dalam komersialisasi teknologi</i>               | Marsha, Kimbal P, Government Policy, Technology Innovation, 2005, Best Business Book (Buku Utama)<br>Shane, a Scott, Management Technology, 2005, Wharton School Publishing (Buku Utama) |
| 6  | <i>Peran swasta dalam komersialisasi teknologi</i>      |                                                                                                   | <i>Mahasiswa memahami bagaimana peran sector privat dalam mempercepat proses komersialisasi</i> | Marsha, Kimbal P, Government Policy, Technology Innovation, 2005, Best Business Book (Buku Utama)<br>Shane, a Scott, Management Technology, 2005, Wharton School Publishing (Buku Utama) |
| 7  | <i>Studi kasus</i>                                      | <i>Presentasi makalah peran universitas, pemerintah dan swasta dalam komersialisasi teknologi</i> | <i>Mahasiswa memahami permasalahan komersialisasi melalui kasus</i>                             | Marsha, Kimbal P, Government Policy, Technology Innovation, 2005, Best Business Book (Buku Utama)<br>Shane, a Scott, Management Technology, 2005, Wharton School Publishing (Buku Utama) |
| 8  | <i>UTS</i>                                              |                                                                                                   |                                                                                                 |                                                                                                                                                                                          |
| 9  | <i>Inkubasi Bisnis</i>                                  | <i>Peraturan pemerintah tentang komersialisasi teknologi</i>                                      | <i>Mahasiswa memahami peran penting pemerintah dalam komersialisasi teknologi</i>               | Marsha, Kimbal P, Government Policy, Technology Innovation, 2005, Best Business Book (Buku Utama)<br>Shane, a Scott, Management Technology, 2005, Wharton School Publishing (Buku Utama) |
| 10 | <i>Studi kasus</i>                                      | <i>Presentasi</i>                                                                                 | <i>Mahasiswa memahami permasalahan komersialisasi melalui kasus</i>                             |                                                                                                                                                                                          |
| 11 | <i>Perilaku konsumen</i>                                | <i>Adopsi Teknologi</i>                                                                           | <i>Mahasiswa memahami bagaimana perilaku konsumen dalam adopsi teknologi</i>                    | Marsha, Kimbal P, Government Policy, Technology Innovation, 2005, Best Business Book (Buku Utama)<br>Shane, a Scott, Management Technology, 2005, Wharton School Publishing (Buku Utama) |
| 12 | <i>Pengaruh Karakteristik</i>                           | <i>Pengaruh organisasi</i>                                                                        | <i>Mahasiswa memahami berbagai</i>                                                              | Marsha, Kimbal P, Government                                                                                                                                                             |

|    |                                                        |                                                                         |                                                       |                                                                                                                                                                                          |
|----|--------------------------------------------------------|-------------------------------------------------------------------------|-------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|    | <i>Teknologi dalam komersialisasi teknologi</i>        | <i>dalam komersialisasi teknologi</i>                                   | <i>factor pengaruh dalam komersialisasi teknologi</i> | Policy, Technology Innovation, 2005, Best Business Book (Buku Utama)<br>Shane, a Scott, Management Technology, 2005, Wharton School Publishing (Buku Utama)                              |
| 13 | <i>Pengaruh konteks dalam komersialisasi teknologi</i> |                                                                         |                                                       | Marsha, Kimbal P, Government Policy, Technology Innovation, 2005, Best Business Book (Buku Utama)<br>Shane, a Scott, Management Technology, 2005, Wharton School Publishing (Buku Utama) |
| 14 | <i>Studi kasus</i>                                     | <i>presentasi</i>                                                       |                                                       |                                                                                                                                                                                          |
| 15 | <i>Presentasi makalah</i>                              | <i>Studi pustaka<br/>Model building, hipotesa dan metodologi riset.</i> |                                                       |                                                                                                                                                                                          |

## 16. Studi Kewirausahaan (MB6041)

|                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                  |                                           |                            |
|-----------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-------------------------------------------|----------------------------|
| <b>Kode Matakuliah:</b><br>MB6041 | <b>Bobot sks:</b><br>3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | <b>Semester:</b> | <b>KK / Unit Penanggung Jawab:</b><br>ETM | <b>Sifat:</b><br>[Pilihan] |
| <b>Nama Matakuliah</b>            | Teori Kewirausahaan<br>Entrepreneurship Theory                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                  |                                           |                            |
| <b>Silabus Ringkas</b>            | Matakuliah ini membahas aspek: Konsep dasar entrepreneurship sebagai domain penelitian; Perkembangan penelitian di bidang kewirausahaan; Memberikan keterampilan untuk melakukan penelitian di bidang kewirausahaan.<br>This course discusses the aspects of : The basic concepts of entrepreneurship as a research domain; The development of research in the field of entrepreneurship; Provide skills to conduct research in the field of entrepreneurship.<br><br>v.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                  |                                           |                            |
| <b>Silabus Lengkap</b>            | Matakuliah ini membahas aspek: konsep dasar entrepreneurship sebagai domain penelitian dan teori kewirausahaan, pengembangan penelitian di bidang kewirausahaan, yang meliputi: Penelitian di bidang kewirausahaan, peluang, dan karakter penggunaan, munculnya bisnis baru, sosial, kewirausahaan, pertumbuhan ekonomi dan kebijakan, bisnis keluarga, pembiayaan usaha baru, pertumbuhan bisnis, dan kewirausahaan perusahaan.<br>Memberikan keterampilan untuk melakukan penelitian di bidang kewirausahaan yaitu dengan bekerja secara independen untuk menyelesaikan makalah akhir semester (proposal penelitian mini).<br>This course discusses aspects: basic concept of entrepreneurship as the domain of entrepreneurship research and theory; development of research in the field of entrepreneurship, which covers: Research in the field of entrepreneurship, opportunity and character of the use, the emergence of new business, social, entrepreneurship, economic growth and policy, family business, new venture financing, business growth, and corporate entrepreneurship.<br>Provide skills to conduct research in the field of entrepreneurship is to work Independently to complete the final paper for the semester (a mini research proposal). |                  |                                           |                            |
| <b>Luaran (Outcomes)</b>          | After attending this course, students are expected to be able to:<br>1. Understand the basic concepts of Entrepreneurship as a Research Domain.<br>2. Understanding the development of research in the field of Entrepreneurship.<br>3. Provide skills to conduct research in the field of Entrepreneurship                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                  |                                           |                            |
| <b>Matakuliah Terkait</b>         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                  |                                           |                            |
| <b>Kegiatan Penunjang</b>         | Work independently to complete the final paper for the semester (mini research proposal).                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                  |                                           |                            |
| <b>Pustaka</b>                    | [1] Davidsson, P. Researching Entrepreneurship. First Edition. New York : Springer. 2005. (Pustaka Utama)<br>[2] Acs, Zoltan.J. and David B. Audretsch (Editors). Handbook of Entrepreneurship Research. First Edition. New York: Springer. 2005. (Pustaka Utama)<br>[3] Zahra, S.A. et al. Frontiers of Entrepreneurship Research. Massachusetts: Arthur M. Blank Center for Entrepreneurship. 2004. (Pustaka Utama)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                  |                                           |                            |
| <b>Panduan Penilaian</b>          | Student performance in this course will be evaluated in several ways / media, as follows:<br>Participation (attendance, discussion, presentation) = 25 %<br>Quizzes and assignments = 25 %<br>Mid Semester Exam = 25%<br>Papers (Research Proposal)= 25 %                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                  |                                           |                            |
| <b>Catatan Tambahan</b>           | To successfully follow this course, students must:<br>1. Understand and apply their learning according to the guidelines of this study.<br>2. Prepare yourself as well as possible before school started, by reading material will be discussed as well                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                  |                                           |                            |

**Bidang Akademik dan Kemahasiswaan ITB**

**Kur2013-Program Studi  
Magister Sains Manajemen**

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Dilarang untuk me-reproduksi dokumen ini tanpa diketahui oleh Dirdik-ITB dan SBM-ITB.

|  |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
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|  | <p>as complete an assigned task. Students are asked to make a summary of the material each lecture in the form of a 'mind map'. Good preparation will be very useful to complete the quiz to be given by lecturers without notice.</p> <p>3. Following college with minimum 80% attendance.</p> <p>4. Creating presentation materials as discussion material assigned by the lecturer, led a class discussion. Active in discussions to enhance understanding through the sharing of knowledge and experiences</p> <p>5. Work hard, earnest, and planned to make a critical review and complete tasks to mid-term and end of semester.</p> <p>6. Access to the Internet to supplement and expand the horizon of the material being studied.</p> |
|--|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

| Mg # | Topik                                                                 | Sub Topik                                                                                                          | Capaian Belajar Mahasiswa                                                                                                                                                 | Sumber Materi                                                                                           |
|------|-----------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------|
| 8    | <b>9.</b>                                                             | <b>10.</b>                                                                                                         | 11.                                                                                                                                                                       | <b>12.</b>                                                                                              |
| 1    | Class Management and discuss the notion of entrepreneurship           | <ul style="list-style-type: none"> <li>Class Management</li> <li>Discuss the notion of entrepreneurship</li> </ul> | Understanding the purpose of study (learning objectives), course material, learning systems, and a system of evaluation of learning outcomes. (What is Entrepreneurship). | Davidsson, P. (Chapter 1)                                                                               |
| 2    | Entrepreneurship as a Research Domain                                 | Entrepreneurship as a Research Domain                                                                              | Understanding the entrepreneurship as a research domain                                                                                                                   | Davidsson, P. (Chapter 2)                                                                               |
| 3    | Entrepreneurship Theory                                               | Entrepreneurship Theory                                                                                            | Understanding :This Thing Called "Theory"                                                                                                                                 | Davidsson, P. (Chapter 3)                                                                               |
| 4    | Research conducted in the field of Entrepreneurship Process           | Research conducted in the field of Entrepreneurship Process                                                        | Understanding the research conducted in the field of Entrepreneurship Process                                                                                             | Acs, Zoltan.J. and David B. Audretsch (Chapter 3, 4, and 5).                                            |
| 5    | Research Context : Opportunities and Character Utilization            | Opportunities and Character Utilization in research context                                                        | Understanding the opportunities and character utilization in research context                                                                                             | Acs, Zoltan.J. and David B. Audretsch (Chapter 6, 7, and 8).                                            |
| 6    | Research Context : The emergence of New Business                      | The emergence of New Business in Research Context                                                                  | Understanding the emergence of new business in research context                                                                                                           | Acs, Zoltan.J. and David B. Audretsch (Chapter 9, 10, and 11).                                          |
| 7    | Research in social fields                                             | Research in social fields                                                                                          | Understanding the Research in social fields                                                                                                                               | Acs, Zoltan.J. and David B. Audretsch (Chapter 14, 15, and 16).<br><br>Zahra, S.A. et al. (Part XXIII.) |
| 8    | <b>Mid Exam</b>                                                       |                                                                                                                    |                                                                                                                                                                           |                                                                                                         |
| 9    | Research in the field of Entrepreneurship, Economic Growth and Policy | Research in the field of Entrepreneurship, Economic Growth and Policy                                              | Understanding the research in the field of entrepreneurship, economic growth and policy                                                                                   | Acs, Zoltan.J. and David B. Audretsch (Chapter 17, 18).<br><br>Zahra, S.A. et al. (Part XIX)            |
| 10   | Research in the field of Family Business                              | Research in the field of Family Business                                                                           | Understanding the research in the field of family business                                                                                                                | Acs, Zoltan.J. and David B. Audretsch (Chapter 17, 18).<br><br>Zahra, S.A. et al. (Part IX)             |
| 11   | Research in the field of New Venture Financing                        | Research in the field of New Venture Financing                                                                     | Understanding the Research in the field of new venture financing                                                                                                          | Acs, Zoltan.J. and David B. Audretsch (Chapter 12, 13).<br><br>Zahra, S.A. et al. (Part XXIV)           |
| 12   | Research in the field of Business Growth                              | Research in the field of Business Growth                                                                           | Research in the field of business growth understanding the                                                                                                                | Zahra, S.A. et al. (Part XIV)                                                                           |
| 13   | Research in the field of Corporate Entrepreneurship                   | Research in the field of Corporate Entrepreneurship                                                                | Understanding the research in the field of corporate entrepreneurship                                                                                                     | Zahra, S.A. et al. (Part XVI)                                                                           |
| 14   | Mini research proposal                                                | Mini research proposal                                                                                             | Work independently to complete the final paper for the semester                                                                                                           | -                                                                                                       |
| 15   | Presentation and discussion of individual papers                      | Presentation and discussion of individual papers                                                                   | Students were able to present a paper drawn up well                                                                                                                       | -                                                                                                       |
| 16   | <b>FINAL EXAM</b>                                                     |                                                                                                                    |                                                                                                                                                                           |                                                                                                         |

## 17. Manajemen Inovasi (MB6042)

|                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                          |                                                  |                          |
|-----------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|--------------------------------------------------|--------------------------|
| <b>Kode Matakuliah:</b><br>MB6042 | <b>Bobot sks:</b><br>3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | <b>Semester:</b><br>I/II | <b>KK / Unit Penanggung Jawab:</b><br>Sub KK ETM | <b>Sifat:</b><br>Pilihan |
| <b>Nama Matakuliah</b>            | Manajemen Inovasi<br>Management of Innovation                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                          |                                                  |                          |
| <b>Silabus Ringkas</b>            | Kuliah ini mendiskusikan aspek manajemen inovasi, mulai dari sumber inovasi sampai dengan komersialisasi hasil inovasi. Di antara dua kutub tersebut, akan didiskusikan juga aspek dari riset dan pengembangan dalam manajemen dan pengembangan produk baru.<br>This course discusses the aspects of innovation management, ranging from sources of innovation to commercialization of innovation. In between these two poles, will be also discussed aspects of management in research & development activities as well as new product development.                                                                                  |                          |                                                  |                          |
| <b>Silabus Lengkap</b>            | development. Dengan topik-topik tersebut, mahasiswa diharapkan untuk memahami seluruh aspek dari manajemen inovasi, dan bisa untuk mengarahkan risetnya pada bidang-bidang riset yang kunci. Mahasiswa juga akan diperkaya dengan pengetahuan dari para praktisi dan juga melalui observasi dalam acara kunjungan lapangan.<br>With these topics, students are expected to understand the full aspect of innovation management and able to direct his research on key areas of interest. The students will also be enriched with real knowledge of the practitioners as well as through observations in the real world in the field.] |                          |                                                  |                          |
| <b>Luaran (Outcomes)</b>          | Setelah mengagambil mata kuliah ini, mahasiswa diharapkan untuk mampu :<br>1. memahami pentingnya manajemen inovasi untuk memperbaiki kesejahteraan<br>2. memahami konsep konsep dalam manajemen inovasi<br>3. mendefinisikan minat area riset dalam manajemen inovasi<br>4. melakukan riset dalam bidang manajemen inovasi dengan lebih percaya diri<br>5. membangun pemahaman untuk pembelajaran seumur hidup<br><br>iii.                                                                                                                                                                                                           |                          |                                                  |                          |
| <b>Matakuliah Terkait</b>         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                          |                                                  |                          |
| <b>Kegiatan Penunjang</b>         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                          |                                                  |                          |
| <b>Pustaka</b>                    | [Ettlie, John E., (2006), "Managing Innovation: New Technology, New Products, and New Services in a Global Economy", Elsevier Butterworth-Heinemann, Oxford.] ([Pustaka utama])<br>[Dodgson, M., David Gann, Ammon Salter (2008), "The Management of Technological Innovation: Strategy and Practice". Oxford University Press, New York.] ([Pustaka pendukung])<br>[Chesbrough, Henry W. (2003), "Open Innovation: The New Imperative for Creating and Profiting from Technology", Harvard Business School Press, Boston ([Pustaka pendukung])                                                                                       |                          |                                                  |                          |
| <b>Panduan Penilaian</b>          | Ujian Tengah Semester dan Ujian Akhir Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                          |                                                  |                          |
| <b>Catatan Tambahan</b>           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                          |                                                  |                          |

| Mg # | Topik                                           | Sub Topik                                       | Capaian Belajar Mahasiswa                                                         | Sumber Materi                                |
|------|-------------------------------------------------|-------------------------------------------------|-----------------------------------------------------------------------------------|----------------------------------------------|
| 1    | Introduction to Innovation Management           | Introduction to Innovation Management           | Understanding the concepts in Innovation Management                               | Ettlie, John E., (2006)                      |
| 2    | Journals in Innovation Management Research Area | Journals in Innovation Management Research Area | Define research area of interest in the field of Innovation Management<br><br>iv. | Dodgson, M., David Gann, Ammon Salter (2008) |
| 3    | Innovation Management and Marketing             | Innovation Management and Marketing             | Understanding the concepts in Innovation Management                               | Chesbrough, Henry W. (2003)                  |
| 4    | Managing R&D                                    | Managing R&D                                    | Understanding the concepts in Innovation Management                               | Ettlie, John E., (2006)                      |
| 5    | Managing Creativity                             | Managing Creativity                             | Understanding the concepts in Innovation Management                               | Dodgson, M., David Gann, Ammon Salter (2008) |
| 6    | Managing Technology & Innovation 1              | Managing Technology & Innovation 1              | Understanding the concepts in Innovation Management                               | Chesbrough, Henry W. (2003)                  |
| 7    | Managing Technology & Innovation 2              | Managing Technology & Innovation 2              | Understanding the concepts in Innovation Management                               | Ettlie, John E., (2006)                      |
| 8    | <b>Mid Exam</b>                                 |                                                 | vi.                                                                               |                                              |
| 9    | Managing Product Innovation                     | Managing Product Innovation                     | Understanding the concepts in Innovation Management                               | Ettlie, John E., (2006)                      |
| 10   | Managing Service Innovation                     | Managing Service Innovation                     | Understanding the concepts in Innovation Management                               | Dodgson, M., David Gann, Ammon Salter        |

|                                                                                                                                                                                                                                |                                                       |                            |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------|----------------------------|
| <b>Bidang Akademik dan Kemahasiswaan ITB</b>                                                                                                                                                                                   | <b>Kur2013-Program Studi Magister Sains Manajemen</b> | <b>Halaman 61 dari 100</b> |
| Template Dokumen ini adalah milik Direktorat Pendidikan - ITB<br>Dokumen ini adalah milik Program Studi Magister Sains Manajemen ITB.<br>Dilarang untuk me-reproduksi dokumen ini tanpa diketahui oleh Dirdik-ITB dan SBM-ITB. |                                                       |                            |

|    |                                         |                                         |                                                     |                                              |
|----|-----------------------------------------|-----------------------------------------|-----------------------------------------------------|----------------------------------------------|
|    |                                         |                                         |                                                     | (2008)                                       |
| 11 | Technology Transfer & Commercialization | Technology Transfer & Commercialization | Understanding the concepts in Innovation Management | Chesbrough, Henry W. (2003)                  |
| 12 | Knowledge and Innovation Management     | Knowledge and Innovation Management     | Understanding the concepts in Innovation Management | Ettlie, John E., (2006)                      |
| 13 | Open Innovation                         | Open Innovation                         | Understanding the concepts in Innovation Management | Dodgson, M., David Gann, Ammon Salter (2008) |
| 14 | Innovation Management in SME            | Innovation Management in SME            | Understanding the concepts in Innovation Management | Chesbrough, Henry W. (2003)                  |
| 15 | <b>Final Exam</b>                       |                                         | <b>vi</b>                                           | <b>ix.</b>                                   |

## 18. Manajemen Pengembangan Produk (MB6043)

|                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                  |                                           |                            |
|-----------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-------------------------------------------|----------------------------|
| <b>Kode Matakuliah:</b><br>MB6043 | <b>Bobot sks:</b><br>3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | <b>Semester:</b> | <b>KK / Unit Penanggung Jawab:</b><br>ETM | <b>Sifat:</b><br>[Pilihan] |
| <b>Nama Matakuliah</b>            | Pengembangan Produk Baru<br>New Product Development                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                  |                                           |                            |
| <b>Silabus Ringkas</b>            | Matakuliah ini membahas aspek pengembangan produk baru dan manajemen inovasi, yang meliputi isu-isu strategis pengembangan produk baru, proses pengembangan produk baru, produk baru membuat keputusan pembangunan dan analisis.<br>This course discusses aspects of new product development and innovation management, which includes issues of strategic new product development, new product development process, new product development decision-making and analysis.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                  |                                           |                            |
| <b>Silabus Lengkap</b>            | Matakuliah ini membahas terutama tiga aspek pengembangan produk baru dan manajemen inovasi: isu-isu strategis pengembangan produk baru, yang membahas pertimbangan strategis pengembangan produk baru, seperti kompatibilitas antara strategi bisnis dan strategi produk, strategi produk baru, manajemen portofolio dll; Proses pengembangan produk baru, yang berkonsentrasi pada aspek operasional pengembangan produk baru, seperti pengembangan konsep dan isu-isu desain produk; Pengambilan keputusan dan analisis pada pengembangan produk baru, yang memperkenalkan alat dan praktik terbaik yang berhubungan dengan pengambilan keputusan yang menantang seorang manajer, seperti alat-alat keputusan dan metode analisis.<br>This course discusses mainly three aspects of new product development and innovation management: Strategic issues of new product development, which addresses the strategic considerations of new product development, such as compatibility between business strategy and product strategy, new product strategies, portfolio management etc.; New product development process, which concentrates on the operations aspects of new product development, such as concept development and product design issues; Decision making and analysis on new product development, which introduces tools and best practices related to decision making that challenges a manager, such as decision tools and analytical methods. |                  |                                           |                            |
| <b>Luaran (Outcomes)</b>          | This course is designed to:<br>1. Offer students managerial knowledge that can be used to evaluate and tackle real world problems related to new product development and innovation management. This is achieved using the textbook, recommended readings, and case studies of real world practices.<br>2. Provide students opportunities to exercise what they learned in order to better retain useful contents and enhance their understanding. This is achieved by analyzing cases and participating in class discussions.<br>3. Give students hand-on experiences in product design and innovation management by participating in class discussions and developing the final paper review.<br><br>xi.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                  |                                           |                            |
| <b>Matakuliah Terkait</b>         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                  |                                           |                            |
| <b>Kegiatan Penunjang</b>         | National/International conference paper                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                  |                                           |                            |
| <b>Pustaka</b>                    | [1] Crawford, C. Merleand C. Anthony Di Benedetto. New Products Management. New York: McGraw-Hill Companies, Inc. 2010. (Pustaka Utama)<br>[2] Loch, C.&Kavadias, S. Handbook of New Product Development Management. Butterworth-Heinemann. 2007. (Pustaka Utama)<br>[3] Ulrich, Karl T. and Steven D. Eppinger. Product Design and Development. New York: McGraw-Hill Companies, Inc. 2003. (Pustaka Pendukung)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                  |                                           |                            |
| <b>Panduan Penilaian</b>          | Participation (presence, discussion, presentation) : 10%<br>Case Study Assignment and RAT : 10%<br>Mid-Test : 20%<br>Paper (National/International conference) : 25%<br>Final Test : 35%                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                  |                                           |                            |
| <b>Catatan Tambahan</b>           | Grading Criteria:<br>1. Ability to understand concepts, theories and ideas which rise during the course.<br>2. Ability to implement concepts in your daily life.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                  |                                           |                            |

|  |                                                   |
|--|---------------------------------------------------|
|  | 3. Active and participate in syndicate and class. |
|--|---------------------------------------------------|

| Mg # | Topik                                                 | Sub Topik                                        | Capaian Belajar Mahasiswa                                                               | Sumber Materi                                          |
|------|-------------------------------------------------------|--------------------------------------------------|-----------------------------------------------------------------------------------------|--------------------------------------------------------|
| 1    | <b>14.</b><br>Introduction to New Product Development | New Product Development                          | 16.<br>Understanding the overview of New Product Development and new product management | <b>17.</b><br>Crawford (Chapter 1)<br>Loch (Chapter 1) |
| 2    | New Product Management                                | New Product Management                           | Understanding the overview of new product management                                    | Crawford (Chapter 1)<br>Loch (Chapter 1)               |
| 3    | Strategic Planning for New Products                   | Strategic Planning for New Products              | Understanding the concepts in Strategic Planning for New Products                       | Crawford (Ch. 2, 3)<br>Loch (Ch. 2)<br>Ulrich (2003)   |
| 4    | Concept Generation: Preparation and Alternatives      | Concept Generation: Preparation and Alternatives | Understanding the concept generation: preparation and alternatives                      | Crawford (Ch. 4)<br>Loch (Ch. 5)<br>Ulrich (2003)      |
| 5    | Concept Generation: Problem-Based Ideation            | Concept Generation: Problem-Based Ideation       | Understanding the concept generation: problem-based ideation                            | Crawford (Ch.5)<br>Loch (Ch.5)<br>Ulrich (2003)        |
| 6    | Concept Evaluation Techniques                         | Concept Evaluation Techniques                    | Understanding the concept evaluation techniques                                         | Crawford (8, 9)<br>Loch (Ch.13)<br>Ulrich (2003)       |
| 7    | Forecasting and Financial Analysis                    | Forecasting and Financial Analysis               | Understanding the forecasting and financial analysis                                    | Crawford (Ch.11)<br>Loch (Ch. 4)<br>Ulrich (2003)      |
| 8    | <b>Mid Exam</b>                                       |                                                  |                                                                                         |                                                        |
| 9    | Firm Strategy and International Business              | Firm Strategy and International Business         | Understanding the firm strategy and international business                              | Crawford (Ch.12)<br>Loch (Ch.3)<br>Ulrich (2003)       |
| 10   | Product Design and Development                        | Product Design and Development                   | Understanding the product design and development                                        | Crawford (Ch.13, 15)<br>Loch (Ch. 9, 14)               |
| 11   | Product Use Testing                                   | Product Use Testing                              | Understanding the product use testing                                                   | Crawford (Ch. 16)<br>Loch (Ch. 15)<br>Ulrich (2003)    |
| 12   | Strategic Launch Planning                             | Strategic Launch Planning                        | Understanding the strategic launch planning                                             | Crawford (Ch.17)<br>Loch (Ch 6)<br>Ulrich (2003)       |
| 13   | Strategic Plan Implementation                         | Strategic Plan Implementation                    | Understanding the strategic plan implementation                                         | Crawford (Ch.18)<br>Loch (Ch.6)<br>Ulrich (2003)       |
| 14   | Market Testing                                        | Market Testing                                   | Understanding the market testing                                                        | Crawford (Ch.19, 20)<br>Loch (Ch. 15)<br>Ulrich (2003) |
| 15   | Market Testing                                        | Market Testing                                   | Understanding the market testing                                                        | Crawford (Ch.21)<br>Loch (Ch.18)<br>Ulrich (2003)      |
| 16   | <b>Final Exam</b>                                     |                                                  | ii.                                                                                     |                                                        |

## 19. Kewirausahaan Korporasi (MB6044)

|                                   |                                                                                                                                                                                                                                                                                                                                      |                  |                                           |                            |
|-----------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-------------------------------------------|----------------------------|
| <b>Kode Matakuliah:</b><br>MB6044 | <b>Bobot sks:</b><br>3                                                                                                                                                                                                                                                                                                               | <b>Semester:</b> | <b>KK / Unit Penanggung Jawab:</b><br>ETM | <b>Sifat:</b><br>[Pilihan] |
| <b>Nama Matakuliah</b>            | <i>Kewirausahaan Korporasi</i>                                                                                                                                                                                                                                                                                                       |                  |                                           |                            |
|                                   | <i>Corporate Entrepreneurship</i>                                                                                                                                                                                                                                                                                                    |                  |                                           |                            |
| <b>Silabus Ringkas</b>            | Kelas ini akan membawa mahasiswa untuk mendefinisikan konsep intrapreneurship atau kewirausahaan ddi dalam organisasi atau perusahaan, sekaligus mengevaluasi perkembangannya selama ini. Kelas ini akan mendiskusikan secara detil tentang unsur unsur yang dibutuhkan untuk menerapkan strategi kewirausahaan di dalam organisasi. |                  |                                           |                            |
|                                   | [This course will take students to determine intrapreneurship concept or entrepreneurship within corporation/organizations and to evaluate also its progress. The course will detail discuss about components which is needed to implement entrepreneurial strategy in the organization.                                             |                  |                                           |                            |
| <b>Silabus Lengkap</b>            | Kelas ini akan me<br>its development Dimulai dengan diskusi tentang iklim kewirausahaan perusahaan, visi danperspektif kewirausahaan, dan pengembangannydan pengaruhnya dalam mengarahkan kewirausahaan dalam organisasi di masa depan.                                                                                              |                  |                                           |                            |
|                                   | Start from discussion about the nature of corporate entrepreneurship, perspective and vision of entrepreneurship, its development and influenced factor up to orientate entrepreneurship within organization in the future.                                                                                                          |                  |                                           |                            |

**Bidang Akademik dan Kemahasiswaan ITB**

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|                           |                                                                                                                                                                                                                                                                                                                                                                  |         |
|---------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------|
| <b>Luaran1 (Outcomes)</b> | [Students have a strong point of view through entrepreneurial way of thinking, which will be implemented in the organization. Therefore students will be able to build logical framework to understand the development of corporate entrepreneurship. Students are encouraged to develop concepts of corporate entrepreneurship and propose its implementation.] |         |
| <b>Matakuliah Terkait</b> |                                                                                                                                                                                                                                                                                                                                                                  |         |
| <b>Kegiatan Penunjang</b> |                                                                                                                                                                                                                                                                                                                                                                  |         |
| <b>Pustaka</b>            | Michael H. Morris & Donald F. Kuratko. Corporate Entrepreneurship: Entrepreneurial Development within Organizations( <i>Pustaka utama</i> )                                                                                                                                                                                                                      |         |
|                           | Neal Thornberry, Lead Like an Entrepreneur( <i>Pustaka pendukung</i> )                                                                                                                                                                                                                                                                                           |         |
| <b>Panduan Penilaian</b>  | 5. Class discussions and Assignments                                                                                                                                                                                                                                                                                                                             | ( 20 %) |
|                           | 6. Mid Term Exam                                                                                                                                                                                                                                                                                                                                                 | ( 20 %) |
|                           | 7. Final Exam                                                                                                                                                                                                                                                                                                                                                    | ( 20 %) |
|                           | 8. Paper Project                                                                                                                                                                                                                                                                                                                                                 | ( 40 %) |
| <b>Catatan Tambahan</b>   |                                                                                                                                                                                                                                                                                                                                                                  |         |

| Mg# | Topik                                                        | Sub Topik                                                    | Capaian Belajar Mahasiswa       | Sumber Materi      |
|-----|--------------------------------------------------------------|--------------------------------------------------------------|---------------------------------|--------------------|
| 1   | Introduction: course overview and content                    | Introduction: course overview and content                    | Entrepreneurial way of thinking | Morris and Kuratko |
| 2   | Intrapreneurship and Entrepreneurship (1)                    | Intrapreneurship and Entrepreneurship (1)                    | Entrepreneurial way of thinking | Thornberry         |
| 3   | Intrapreneurship and Entrepreneurship (2)                    | Intrapreneurship and Entrepreneurship (2)                    | Entrepreneurial way of thinking | Morris and Kuratko |
| 4   | Corporate Entrepreneurship and Innovation (1)                | Corporate Entrepreneurship and Innovation (1)                | Entrepreneurial way of thinking | Thornberry         |
| 5   | Corporate Entrepreneurship and Innovation (2)                | Corporate Entrepreneurship and Innovation (2)                | Entrepreneurial way of thinking | Morris and Kuratko |
| 6   | Corporate Entrepreneurship and Firm Performance (1)          | Corporate Entrepreneurship and Firm Performance (1)          | Entrepreneurial way of thinking | Thornberry         |
| 7   | Corporate Entrepreneurship and Firm Performance (2)          | Corporate Entrepreneurship and Firm Performance (2)          | Entrepreneurial way of thinking | Thornberry         |
| 8   | <b>MID EXAM</b>                                              | <b>MID EXAM</b>                                              | <b>iv.</b>                      | <b>v.</b>          |
| 9   | Corporate Entrepreneurship and Organisation (1)              | Corporate Entrepreneurship and Organisation (1)              | Entrepreneurial way of thinking | Morris and Kuratko |
| 10  | Corporate Entrepreneurship and Organisation (2)              | Corporate Entrepreneurship and Organisation (2)              | Entrepreneurial way of thinking | Thornberry         |
| 11  | Corporate Entrepreneurship and Human Resource Management (1) | Corporate Entrepreneurship and Human Resource Management (1) | Entrepreneurial way of thinking | Morris and Kuratko |
| 12  | Corporate Entrepreneurship and Human Resource Management (2) | Corporate Entrepreneurship and Human Resource Management (2) | Entrepreneurial way of thinking | Thornberry         |
| 13  | Corporate Entrepreneurship, Strategy and Marketing (1)       | Corporate Entrepreneurship, Strategy and Marketing (1)       | Entrepreneurial way of thinking | Morris and Kuratko |
| 14  | Corporate Entrepreneurship, Strategy and Marketing (2)       | Corporate Entrepreneurship, Strategy and Marketing (2)       | Entrepreneurial way of thinking | Thornberry         |
| 15  | <b>FINAL EXAM</b>                                            | <b>FINAL EXAM</b>                                            | <b>vi.</b>                      | <b>vii.</b>        |



## 20. Pengembangan Bisnis Kecil (MB6045)

|                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                            |                                           |                                   |
|-----------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------|-------------------------------------------|-----------------------------------|
| <b>Kode Matakuliah:</b><br>MB6045 | <b>Bobot sks:</b><br>3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | <b>Semester:</b><br>I/II   | <b>KK / Unit Penanggung Jawab:</b><br>ETM | <b>Sifat:</b><br>[Pilihan]        |
| <b>Nama Matakuliah</b>            | Pengembangan Bisnis Kecil<br>Small and Medium Business                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                            |                                           |                                   |
| <b>Silabus Ringkas</b>            | Matakuliah ini membahas aspek: Ruang lingkup dan definisi, peran dan arti penting UKM; pengklasteran UKM, analisis eksternal dan internal kluster, peningkatan pengembangan kluster.<br>This course discusses the aspects of: scope and definition, role and importance of SMEs; clustering of SMEs, external and internal cluster analysis, and enhancing the development of the cluster                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                            |                                           |                                   |
| <b>Silabus Lengkap</b>            | Matakuliah ini membahas ruang lingkup, peran UKM, manajemen strategis dalam usaha kecil dan menengah, pengembangan usaha kecil dan menengah di negara berkembang, pertumbuhan ekonomi dan dukungan pemerintah. UKM Clustering Strategi di Indonesia. Eksternal analisis cluster: ekonomi, sosial, budaya dan kondisi potensi, strategi bersaing cluster. Analisis internal UKM cluster: nilai rantai UKM dan kompetensi inti, 7P UKM itu, 7S UKM dan pemilik. Mengidentifikasi faktor-faktor kunci keberhasilan cluster. Meningkatkan pengembangan cluster: Peran badan usaha milik pemerintah dalam memfasilitasi pertumbuhan kluster, perbandingan dengan pendekatan lain<br>This course discusses the scope, role of SMEs, strategic management in small and medium enterprises, development of small and medium enterprises in a developing country, economic growth and government support matters. SME Clustering Strategy in Indonesia. External analysis of clusters: the economic, social, culture condition and potentiality, the cluster's competitive strategy. Internal analysis of SMEs cluster: the SME's value chain and core competence, the SME's 7P, the SME's 7S and the owner. Identifying cluster's key success factors. Enhancing the development of the cluster: The role of government-owned enterprises in facilitating the growth of clusters, comparison with other approaches. |                            |                                           |                                   |
| <b>Luaran (Outcomes)</b>          | The course will explore and analyze small and medium business. After attending this course, students are expected to be able to: <ul style="list-style-type: none"> <li>Understanding about SMEs scope and definition, role and importance of SMEs, and clustering of SMEs.</li> <li>Able to analyze external and internal factors that can affect the success of the cluster cluster.</li> <li>Understanding about the role of various institutions in developing cluster growth.</li> <li>Ability to create a scientific article that meets the standards of the international scientific journal indexed by Scopus</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                            |                                           |                                   |
| <b>Matakuliah Terkait</b>         | [Kode dan Nama Matakuliah]                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | [Kode dan Nama Matakuliah] | [Prasyarat, bersamaan, terlarang]         | [Prasyarat, bersamaan, terlarang] |
| <b>Kegiatan Penunjang</b>         | Submitting a paper to an international journal indexed by scopus                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                            |                                           |                                   |
| <b>Pustaka</b>                    | [1] Megginson, William L., Mary Jane Byrd, and Leon C. Megginson. Small Business Management. USA: Academic Internet Publication Incorporated. 2006. (Pustaka Utama)<br>[2] Porter, Michael E. Competitive Strategy: Techniques for Analyzing Industries and Competitors. 1998. (Pustaka Utama)<br>[3] Kotler, Phillip. Marketing Management. Prentice-Hall. 2013. (Pustaka Utama)<br>[4] Cadden, David T., and Sandra L. Leuder. Small Business Management in the 21 <sup>st</sup> Century. Version 1.0. XenEdu Publishing. 2012. (Pustaka Alternatif)<br>[5] Selected cases/ articles and selected books (Pustaka Pendukung)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                            |                                           |                                   |
| <b>Panduan Penilaian</b>          | Participation (attendance, class discussion, group presentation of selected case) = 20%<br>Quizzes and assignments = 10 %<br>Mid Semester Exam (presentation Article submitted to international journal) = 20%<br>Article submitted to international journal = 50 %<br>Note : If the student successfully publish articles to international journals indexed by Scopus and apply their learning according to the guidelines, students will get a grade "A" for this course.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                            |                                           |                                   |
| <b>Catatan Tambahan</b>           | Grading system used to assess student achievement is based on a specific standards.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                            |                                           |                                   |

| Mg# | Topik                                               | Sub Topik                  | Capaian Belajar Mahasiswa                | Sumber Materi                                                                                                                                                                                                                                                                                                                |
|-----|-----------------------------------------------------|----------------------------|------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1   | Introduction to Small and Medium enterprises (SMEs) | Definition of SMEs         | Understanding the definition of SMEs     | <ul style="list-style-type: none"> <li>Porter (1998)</li> <li>Megginson, et. al. (2006)</li> <li>Cadden and Leuder (2012)</li> <li>Strategic Management In Small and Medium Enterprises by Farhad Analoui and Azhdar Karami</li> </ul>                                                                                       |
| 2   | The Role and Importance of SMEs                     | SMEs foster economy growth | Understanding SMEs foster economy growth | <ul style="list-style-type: none"> <li>Megginson, et. al. (2006)</li> <li>Cadden and Leuder (2012)</li> <li>[Journal] Development of Small and Medium Enterprises in a Developing Country: The Indonesian Case</li> <li>[Journal] SMEs Development in Indonesia Do Economic Growth and Government Support Matters</li> </ul> |
| 3   | Clustering SMEs                                     | Industry Cluster in SMEs   | Students can be active in a group        | <ul style="list-style-type: none"> <li>Megginson, et. al. (2006)</li> </ul>                                                                                                                                                                                                                                                  |

**Bidang Akademik dan Kemahasiswaan ITB**

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|    |                                                                                                        |                                                                                        |                                                                   |                                                                                                                                                                                                           |
|----|--------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------|-------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|    | (1)                                                                                                    |                                                                                        | presentation                                                      | <ul style="list-style-type: none"> <li>• Cadden and Leuder (2012)</li> <li>• Porter (1998)</li> <li>• SME Clustering Strategy in Indonesia</li> </ul>                                                     |
| 4  | Clustering SMEs (2)                                                                                    | Industry Cluster in SMEs                                                               | Visitation to the chosen clusters                                 | <ul style="list-style-type: none"> <li>• Questionnaire</li> <li>• A list of observations</li> </ul>                                                                                                       |
| 5  | External Analysis of SMEs Cluster (1)                                                                  | External Analysis of one cluster of SMEs                                               | Student can analyze an external Analysis of one cluster of SMEs   | <ul style="list-style-type: none"> <li>• Selected Cluster in Bandung City as a case</li> </ul>                                                                                                            |
| 6  | External Analysis of SMEs Cluster (2)                                                                  | SMEs in depth: describing the economic, social, and culture condition and potentiality | Individual Presentation & Class Discussion                        | <ul style="list-style-type: none"> <li>• Literature review - secondary data</li> </ul>                                                                                                                    |
| 7  | External Analysis of SMEs Cluster (3)                                                                  | Analyzing the cluster's competitive strategy                                           | Analyzing the cluster's competitive strategy                      | <ul style="list-style-type: none"> <li>• Competitive Strategy (Porter, 1998)</li> <li>• Case Geulis Umbrella Tasikmalaya</li> </ul>                                                                       |
| 8  | <b>MID EXAM: SUBMITTING PAPER TO AN INTERNATIONAL CONFERENCE</b>                                       |                                                                                        |                                                                   |                                                                                                                                                                                                           |
| 9  | Internal Analysis of SMEs Cluster (1)                                                                  | Analyzing the SME's value chain and core competence                                    | Individual Presentation & Class Discussion                        | <ul style="list-style-type: none"> <li>• Megginson, et. al. (2006)</li> <li>• Cadden and Leuder (2012)</li> <li>• Porter (1998)</li> <li>• Literature review and collecting secondary data</li> </ul>     |
| 10 | Internal Analysis of SMEs Cluster (2)                                                                  | Analyzing the SME's 7P                                                                 | Individual Presentation & Class Discussion                        | <ul style="list-style-type: none"> <li>• Megginson, et. al. (2006)</li> <li>• Cadden and Leuder (2012)</li> <li>• Porter (1998)</li> <li>• Kotler (2013)</li> </ul>                                       |
| 11 | Internal Analysis of SMEs Cluster (3)                                                                  | Analyzing the SME's 7S and the owner                                                   | Individual Presentation & Class Discussion; E-Club Sharing        | <ul style="list-style-type: none"> <li>• Megginson, et. al. (2006)</li> <li>• Cadden and Leuder (2012)</li> <li>• Porter (1998)</li> <li>• Kotler (2013)</li> <li>• McKinsey 7S. KSF for owner</li> </ul> |
| 12 | Identifying Cluster's Key Success Factor                                                               | The role of the Government: policies to facilitate the growth of the cluster           | Individual Presentation & Class Discussion; Case Study discussion | <ul style="list-style-type: none"> <li>• Case Study: Singapore's SMEs (internal factor), SMEs Development in Indonesia Do Economic Growth and Government Support Matters (external factor)</li> </ul>     |
| 13 | Enhancing the Development of the Cluster (1)                                                           | Benchmarking to other approach                                                         | Individual Presentation & Class Discussion                        | <ul style="list-style-type: none"> <li>• Poland KSF_Business Intelligence</li> <li>• Singapore_The Entrepreneur</li> </ul>                                                                                |
| 14 | Enhancing the Development of the Cluster (2)                                                           | The role of the BUMN/D and banks to facilitate the growth of the cluster               | Individual Presentation & Class Discussion                        | <ul style="list-style-type: none"> <li>• Indonesia_The Innovation</li> <li>• Singapore_The Entrepreneur</li> </ul>                                                                                        |
| 15 | Enhancing the Development of the Cluster (3)                                                           | Benchmarking to other approach                                                         | Individual Presentation & Class Discussion                        | <ul style="list-style-type: none"> <li>• Taiwan_Research</li> </ul>                                                                                                                                       |
| 16 | <b>FINAL EXAM: SUBMITTING FINAL REPORT &amp; PAPER (TO AN INTERNATIONAL JOURNAL INDEXED BY SCOPUS)</b> |                                                                                        |                                                                   |                                                                                                                                                                                                           |

## 21. Bisnis Keluarga (MB6046)

|                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                  |                                           |                            |
|-----------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|-------------------------------------------|----------------------------|
| <b>Kode Matakuliah:</b><br>MB6046 | <b>Bobot sks:</b><br>3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | <b>Semester:</b> | <b>KK / Unit Penanggung Jawab:</b><br>ETM | <b>Sifat:</b><br>[Pilihan] |
| <b>Nama Matakuliah</b>            | Bisnis Keluarga<br><i>Family Business</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                  |                                           |                            |
| <b>Silabus Ringkas</b>            | Kemampuan bisnis keluarga untuk regenerasi dan revitalisasi sangat penting untuk tumbuh atau untuk melanjutkan ke generasi berikutnya. Bisnis yang dikendalikan keluarga menghadapi tantangan yang capat mengancam keberlanjutan. Kompetensi inti yang berbeda yang dapat menghasilkan keuntungan kompetitif yang unik.<br>The ability of family business for the regeneration and revitalization is essential to grow or to continue to the next generation. Family-controlled businesses are characterized by challenges that threaten their sustainability. Distinct core competencies that can result in unique competitive advantages.                                                           |                  |                                           |                            |
| <b>Silabus Lengkap</b>            | Tantangan terutama adalah sebagai akibat masalah yang muncul hasil interaksi antara keluarga, manajemen kepemilikan, khususnya di mana keluarga ingin mengabdikan pengaruh dan / atau kontrol dari generasi ke generasi.<br>The challenges are primarily the result of issues presented by the interaction of family, management, and ownership; particularly where the family wishes to perpetuate its influence and/or control from generation to generation.                                                                                                                                                                                                                                       |                  |                                           |                            |
| <b>Luaran (Outcomes)</b>          | Kelas ini akan mengeksplorasi dan menganalisa tantangan menjaga kelangsungan bisnis keluarga, cara men manajemen terbaik, metode keluarga manajemen, dan praktek pemerintahan untuk memimpin bisnis milik keluarga. Kursus ini mengembangkan pemahaman siswa tentang: <ul style="list-style-type: none"> <li>• Keluarga manajemen bisnis yang mengeksplorasi isu-isu manajemen, keluarga, karir dan pribadi ditemukan dalam milik keluarga-dan-dikelola perusahaan.</li> <li>• Organisasi dan keterampilan untuk menghadapi tantangan dari perusahaan keluarga dan keluarga dalam bisnis.</li> <li>• Menghasilkan kajian literatur sebagai informasi untuk mendukung bisnis keluarga.</li> </ul> iii. |                  |                                           |                            |
| <b>Matakuliah Terkait</b>         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                  |                                           |                            |
| <b>Kegiatan Penunjang</b>         | <i>Praktikum, kerja lapangan, dsb.</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                  |                                           |                            |
| <b>Pustaka</b>                    | Poza, E.J., (2001), <i>Family Business</i> , 3rd Ed., Mason, OH: South-Western Cengage Learning.] ( <i>Pustaka pendukung</i> )<br>Fritz, R., (1992), <i>The Entrepreneurial Family: How to Sustain the Vision and Value in Your Family Business</i> , McGraw-Hill.] ( <i>Pustaka pendukung</i> )<br><i>Penulis, Judul, Edisi, Penerbit, Tahun terbit(Pustaka utama)</i>                                                                                                                                                                                                                                                                                                                               |                  |                                           |                            |
| <b>Panduan Penilaian</b>          | <i>Ujian Tengah Semester dan Ujian Akhir Semester</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                  |                                           |                            |
| <b>Catatan Tambahan</b>           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                  |                                           |                            |

| Mg# | Topik                                        | Sub Topik                                    | Capaian Belajar Mahasiswa  | Sumber Materi      |
|-----|----------------------------------------------|----------------------------------------------|----------------------------|--------------------|
| 1   | Introduction: course overview and content    | Introduction: course overview and content    | Family business management | Poza, E.J., (2001) |
| 2   | Family business' definition and scope        | Family business' definition and scope        | Organizations and skills   | Fritz, R., (1992)  |
| 3   | Managing family business' performance issues | Managing family business' performance issues | Organizations and skills   | Poza, E.J., (2001) |
| 4   | Structuring family business                  | Structuring family business                  | Organizations and skills   | Fritz, R., (1992)  |
| 5   | Family business succession (1)               | Family business succession (1)               | Organizations and skills   | Poza, E.J., (2001) |
| 6   | Family business succession (2)               | Family business succession (2)               | Organizations and skills   | Fritz, R., (1992)  |
| 7   | <b>MID EXAM</b>                              | <b>MID EXAM</b>                              | <b>ix.</b>                 | <b>x.</b>          |
| 8   | Managing family conflict in business         | Managing family conflict in business         | Organizations and skills   | Poza, E.J., (2001) |
| 9   | Family business leadership                   | Family business leadership                   | Organizations and skills   | Fritz, R., (1992)  |
| 10  | Managing change in family business           | Managing change in family business           | Organizations and skills   | Poza, E.J., (2001) |
| 11  | Compensating family members                  | Compensating family members                  | Organizations and skills   | Fritz, R., (1992)  |
| 12  | Family business ownership and Inheritance    | Family business ownership and Inheritance    | Organizations and skills   | Poza, E.J., (2001) |
| 13  | The family's role in                         | The family's role in                         | Organizations and skills   | Fritz, R., (1992)  |

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|    |                                                   |                                                   |                          |                    |
|----|---------------------------------------------------|---------------------------------------------------|--------------------------|--------------------|
|    | business success                                  | business success                                  |                          |                    |
| 14 | Application of theory on family business research | Application of theory on family business research | Organizations and skills | Poza, E.J., (2001) |
| 15 | <b>FINAL EXAM</b>                                 | <b>FINAL EXAM</b>                                 | <b>xi.</b>               | <b>xii.</b>        |

## 22. Sain Service (MB6051)

|                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                  |                                                                                 |                          |
|-----------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|---------------------------------------------------------------------------------|--------------------------|
| <b>Kode Matakuliah:</b><br>MB6051 | <b>Bobot sks:</b><br>3 SKS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | <b>Semester:</b> | <b>KK / Unit Penanggung Jawab:</b><br>Decision Making and Strategic Negotiation | <b>Sifat:</b><br>Pilihan |
| <b>Nama Matakuliah</b>            | Servis Sains                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                  |                                                                                 |                          |
|                                   | Service Science                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                  |                                                                                 |                          |
| <b>Silabus Ringkas</b>            | Matakuliah ini bertujuan untuk memperkenalkan mahasiswa konsep servis sains untuk mampu memahaminya secara sistemik dengan menggunakan metode riset yaitu salah satunya dengan memodelkan masalah dalam sektor servis. Dalam mata kuliah ini mencakup beberapa aspek mengenai servis sains termasuk servis system, pemodelan dan inovasi.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                  |                                                                                 |                          |
|                                   | <i>The goal of this course is to introduce student for understanding concept of service science and each of these aspects of services in the context of their field of research also use a research method in a systemic and systematic way This course covers several aspects of service science including service systems, modelling and innovation.</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                  |                                                                                 |                          |
| <b>Silabus Lengkap</b>            | Servis sains adalah ilmu baru yang muncul sebagai riset multi disiplin yang menggabungkan ilmu manajemen, sosial, bisnis, komputer dan ilmu teknik yang dibutuhkan baik individu maupun organisasi. Tujuan dari servis sains adalah untuk mengembangkan produktivitas, kualitas dan laju inovasi pada sektor servis untuk bisnis, akademis dan pemerintah. Dalam memahami servis sains diperlukan pemahaman secara menyeluruh dan sistemik mengenai apa itu konsep servis ditinjau dari perspektif disiplin yang berbeda, juga logic yg berbeda (service dan good dominant logic), mengapa penting dan menarik untuk mempelajari servis sains, definisi dan teori mengenai servis sains serta memahami konsep nilai servis dan penciptaan nilai servis ( <i>value co-creation</i> ). Selain itu untuk menganalisis, memodelkan dan mengoptimalkan sangat diperlukan metode atau alat (tools) yang sistematis dan sistemis mengenai servis. Pemodelan bisa berguna untuk memodelkan servis dan bagaimana caranya untuk meningkatkan laju dan inovasi servis. Dalam kuliah ini, dimulai dengan pemahaman mengenai konsep servis sains, servis, servis sistem, pemodelan dan inovasi. |                  |                                                                                 |                          |
|                                   | <i>Service science is a new, interdisciplinary field that combines management science, social science, business, computer and engineering which needed for individuals and organizations. The goal of service science is to develop a productivity, quality and innovation in service sector for application in business, academic and government. In order to learn service science, we need to understand in holistic view and systemic about service from a variety of different perspectives, a different mindset (logic, i.e., service and good dominant logic), why is important and interesting to study the nature of service science, definition and a theory also the concept of service value and value co-creation of service. Furthermore we need a method (tools) for analyzing, modeling and optimizing in a systematic and systemic about service. Modeling may be used for modeling a service and how to increase and create service innovation. This course covers several aspects of service science including service systems, modeling, innovation.</i>                                                                                                       |                  |                                                                                 |                          |
| <b>Luaran (Outcomes)</b>          | Mahasiswa memahami konsep mengenai service dari berbagai perspektif berbeda (good dominant dan service dominant logic), service system dan memodelkan suatu masalah dalam servis sektor dalam penciptaan nilai bersama (value co-creation). Setelah mengikuti kuliah ini diharapkan mahasiswa dapat memahami dan mengungkapkan gagasan id eke dalam tulisan ilmiah dengan menggunakan kemampuan berfikir secara sistemik dan tools yang sistematis baik menggunakan model kuantitatif, matematika maupun komputer (simulasi).                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                  |                                                                                 |                          |
| <b>Matakuliah Terkait</b>         | -                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | -                | -                                                                               | -                        |
| <b>Kegiatan Penunjang</b>         | Studi kasus, kuliah tamu, proyek penelitian mandiri (kritik terhadap paper, presentasi paper), dsb<br><i>case studies, guest lectures, presentations, papers, readings and critiques, etc</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                  |                                                                                 |                          |
| <b>Pustaka</b>                    | Fitzsimmons, J.A. & Fitzsimmons, M. (2011). <i>Service Management: Operations, Strategy, and Information Technology</i> (Seventh Edition). McGraw Hill.<br><i>Teboul Jame (2006) Service Is Front Stage: Positioning Services for Value Advantage</i> (INSEAD Business Press) [Hardcover].<br><i>Maglio, Paul P.; Kieliszewski, Cheryl A.; Spohrer, James C. (Eds.) (2010), Handbook of Service science.</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                  |                                                                                 |                          |
| <b>Panduan Penilaian</b>          | Partisipasi aktif mahasiswa di kelas, presentasi paper, makalah penelitian mandiri, review dan kritik paper                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                  |                                                                                 |                          |
| <b>Catatan Tambahan</b>           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                  |                                                                                 |                          |

| Mg # | Topik                                                        | Sub Topik                                                                                       | Capaian Belajar Mahasiswa                                                | Sumber Materi                                                                                                                                                                           |
|------|--------------------------------------------------------------|-------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1    | Overview service sains<br><i>Overview of Service Science</i> | Sejarah singkat, apa itu servis sains, mengapa topik ini penting?<br><i>[A short history, a</i> | Diskusi kelas ( <i>paper</i> )<br>( <i>Lectures, paper, discussion</i> ) | 1. <i>Spohrer, J and Maglio, P. P. (2009), Service Science: Toward a Smarter Planet. In Introduction to. Service Engineering.</i><br>2. <i>The Emergence of Service Science: Toward</i> |

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|   |                                                                                                              |                                                                                                                                                                                                                                                                                                                 |                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
|---|--------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|   |                                                                                                              | <i>description of service science and why we think it is important</i> ].                                                                                                                                                                                                                                       |                              | <i>systematic service innovations to accelerate co-creation of value</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| 2 | Apa itu servis?<br><i>What are Services?</i>                                                                 | Perspektif mengenai teori servis dari disiplin ilmu lain yang relevan terhadap teori general servis. Perbedaan antara produk dan servis, servis dominant logic dan Good dominant logic<br><br>[ <i>Perspective on theory of service from other Academic Disciplines relevant to general theory of service</i> ] | Kuliah,<br>Diskusi kelas     | [ <i>Chapter 1, Services Science Fundamentals, Challenges and Future Developments.</i><br><br><i>Paper untuk dibaca mahasiswa:</i><br>1. <i>Spohrer, J. Service Sciences, Management, and Engineering (SSME) and its Relation to Academic Disciplines.</i><br>2. Vargo, S. L., & Lusch, R. F. (2008). Service-dominant logic: continuing the evolution. <i>Journal of the Academy of Marketing Science</i> , 36(1), 1-10.627<br>Chesbrough, H., & Spohrer, J. (2006). A research manifesto for services science. <i>Communications of the ACM</i> , 49(7), 35-40.                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| 3 | Servis Sistem<br><br><i>Service Systems</i>                                                                  | <i>Deskripsi umum mengenai system dan relevansinya terhadap servis.</i><br><br>[ <i>General description of systems and their relevance to services</i> ].                                                                                                                                                       | Kuliah,<br>Diskusi kelas     | <i>Paper untuk dibaca mahasiswa:</i><br>Spohrer, J., Vargo, S. L., Caswell, N., & Maglio, P. P. (2008, January). The service system is the basic abstraction of service science. In <i>Hawaii International Conference on System Sciences, Proceedings of the 41st Annual</i> (pp. 104-104). IEEE.<br><br><i>Assignment 1 assigned: Prepare an analysis of a service system</i><br>1. Jim Spohrer, Paul P. Maglio, John Bailey, Daniel Gruhl, "Steps Toward a Science of Service Systems," <i>Computer</i> , vol. 40, no. 1, pp. 71- 77, Jan., 2007.<br>2. Scott E. Sampson, Craig M. Froehle, "Foundations and Implications of a Proposed Unified Services Theory," <i>Production and Operations Management</i> , vol. 15, no. 2, pp. 329- 343, Summer 2006.<br>3. Jim S, Stephen L. Vargo, Nathan Caswell, Paul P. Maglio, "The Service System is the Basic Abstraction of Service Science", <i>Proceedings of the 41st Hawaii International Conference on System Sciences</i> , Jan. 2008, 10 pages |
| 4 | Analisis dan menerapkan definisi servis sistem dan teori<br><br><i>Analysing and Applying Service system</i> | <i>Analisis mengenai servis system secara spesifik dari paper yang sudah ditentukan mengenai servis system dan proses servis</i>                                                                                                                                                                                | Diskusi kelas,<br>presentasi | 1. <i>Analyzing service systems through 3 readings assigned last week. (Students select a service of their choice and analyze it according to several provided criteria that are defined and discussed in the papers.)</i><br>2. <i>Cirtique and discussion</i><br><i>(Students are asked to give examples from their chosen service that match the criteria or explain why or how their service doesn't map to the specific criteria)</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| 5 | Peran konsumen<br><br><i>The Customers role</i>                                                              | <i>Role of people</i><br>1. <i>Employees: service value chain</i><br>2. <i>Customers: co-creation of value</i><br>3. <i>What is Customer Experience?</i><br>4. <i>Why is it important?</i><br>5. <i>Who does it well? (and how we learn from them?)</i>                                                         | Kuliah,<br>diskusi, paper    | <i>Buku Bacaan:</i><br>1. Fitzsimmons & Fitzsimmons (2011), Chapter 2 (pp. 17--38).<br>2. Teboul (2006), Chapter 2<br><br><b>xiv.</b><br><i>Paper untuk dibaca mahasiswa:</i><br><i>The Unified Service Theory: A Paradigm for Service Science, Scott E. Sampson</i><br><br><i>Each student will be asked to come up with 3 points of critique or comment on the case studies.</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| 6 | Kualitas servis<br><br><i>Service Quality</i>                                                                | Riset dan praktis: Desain service                                                                                                                                                                                                                                                                               | Kuliah,<br>diskusi, paper    | <i>Buku Bacaan:</i><br>1. Fitzsimmons & Fitzsimmons (2011), Chapter 6 (pp. 125 ---166)<br>2. Teboul (2006), Chapter 6-7<br><br><i>Paper untuk dibaca mahasiswa:</i><br><i>Handbook of service science : Technology impact on the gap model of service quality, Mary Jo, Zeithaml, et.al</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |

|          |                                                                                         |                                                                                                                                                      |                        |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
|----------|-----------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|          |                                                                                         |                                                                                                                                                      |                        | <i>Each student will be asked to come up with 3 points of critique or comment on the case studies.</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| 7        | Kuliah Tamu<br><i>Guest Lecture</i>                                                     |                                                                                                                                                      |                        | To be announced                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| 8        | Penciptaan Nilai bersama<br><br><i>Service Value creation</i>                           | Model penciptaan nilai bersama dalam service system<br><br><i>(Co-creation model of service system)</i>                                              | Kuliah, kasus, diskusi | <i>Paper:</i><br>1. Irene, ng, <i>Understanding Value and Value Co-creation in Services.</i><br>2. Kijima K, <i>Service Systems and Systems Sciences in the 21st Century.</i><br><br><i>Each student will be asked to come up with 3 points of critique or comment on the case studies.</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| 9        | Pendekatan model untuk servis sains<br><br><i>Modeling Approach for service science</i> | Peran berfikir sistem dalam penciptaan nilai dengan menggunakan system berfikir ( <i>Systems Thinking, i.e.,(Soft Systems Methodologies (SSM))</i> ) | Kuliah, kasus, diskusi | <i>Paper:</i><br>1. Por(2007), <i>The use of soft system methodology (SSM) ina serviced-focussed study on the personal tutor's role</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| 10       | Pendekatan model untuk servis sains<br><br><i>Modeling Approach for service science</i> | Model kuantitatif                                                                                                                                    | Kuliah, kasus, diskusi | <i>Paper:</i><br>1. Irene, Ng, <i>Value Co-creation in the delivery of outcome based contract for B2B service.</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| 11       | Pendekatan model untuk servis sains<br><br><i>Modeling Approach for service science</i> | Model Matematika                                                                                                                                     | Kuliah, kasus, diskusi | <i>Paper:</i><br>1. Novani & Kijima (2010), <i>Value Co -Creation Model of Service Innovation: Symbiotic Hypergame Analysis.</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| 11       | Pendekatan model untuk servis sains<br><br><i>Modeling Approach for service science</i> | <i>(Agent based simulation) Computer Modeling</i>                                                                                                    | Kuliah, kasus, diskusi | <i>Paper:</i><br>1. Novani & Kijima (2012), <i>Value Co-Creation by Customer-to-Customer Communication: Social Media and Face-to-Face for Case of Airline Service Selection.</i><br><br><i>Assigned for final project which include of modelling technique and apply it in service area</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| 12       | Servis Inovasi<br><br><i>Service Innovation</i>                                         | <i>What is innovation, why is it important, how are companies innovating, where do innovations come from</i>                                         | Kuliah, kasus, diskusi | <i>Examine specific method designed to bring innovations from within an organization through service innovation case study:</i><br><i>Case study: "Engineering Systems Solutions to Real World Challenges"</i><br><i>Paper:</i><br>1. Berry, L.L.; Shankar, V.; Parish. J.T.; Cadwallader, S.; and Dotzel, T. (2006), "Creating New Markets through Service Innovation", <i>MIT Sloan Management Review</i> , Vol. 47, No. 2, Winter 2006, pp. 56-63.<br>2. Alter, S. 2008. <i>Service system innovation. Information Technology in the Service Economy: Challenges and Possibilities for The 21st Century</i> 267: 61-80. edited by Barrett, M; Davidson, E; Middleton, C; DeGross, JI, presented at <i>International Working Conference on Information Technology in the Service Economy - Challenges and Possibilities for the 21st Century in Toronto, Canada, Aug. 10-13, 2008.</i><br><i>Each student will be asked to come up with 3 points of critique or comment on the case studies.</i> |
| 13       | Diskusi Paper mandiri<br><br><i>Discussion of final papers / topics / review, etc.</i>  | Diskusi Final paper                                                                                                                                  | Diskusi                | <i>Suggested Final Paper guidance:</i><br>1. Debate: "Is there a science of services" backing up your argument using existing papers.<br>2. Write a paper about why (or why not) scientific methods can apply to services and givesome examples.<br>3. Review existing or write a paper by using a modeling techniques and tools and identify which ones might work best<br>4. for modeling service systems and why.<br>5. Write a paper based on literature review or a survey of a topic area covered in the course.<br>6. Students give a presentation to the class                                                                                                                                                                                                                                                                                                                                                                                                                             |
| 14<br>15 | Presentasi                                                                              | <i>Presentation Final paper</i>                                                                                                                      | Presentasi             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |

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|  | Presentation of final papers / topics / review, etc. |  |  |  |
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### 23. Memecahkan Masalah Secara Kreatif (MB6052)

|                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                  |                                                                                 |                          |
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| <b>Kode Matakuliah:</b><br>MB6051 | <b>Bobot sks:</b><br>3 SKS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | <b>Semester:</b> | <b>KK / Unit Penanggung Jawab:</b><br>Decision Making and Strategic Negotiation | <b>Sifat:</b><br>Pilihan |
| <b>Nama Matakuliah</b>            | Pemecahan Permasalahan Secara Kreatif                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                  |                                                                                 |                          |
|                                   | Creative Problem Solving                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                  |                                                                                 |                          |
| <b>Silabus Ringkas</b>            | Dalam mata kuliah ini, diperkenalkan berbagai metodologi yang berbasis pada berpikir sistemik                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                  |                                                                                 |                          |
|                                   | Several methodologies based on systemetic thinking are introduced                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                  |                                                                                 |                          |
| <b>Silabus Lengkap</b>            | Pendekatan <i>Total System Intervention</i> memberikan pendekatan untuk pemecahan masalah secara kreatif yang akan memperkaya manajer dan pengambil keputusan dalam memecahkan permasalahan. Essensi dari TSI adalah mendorong pemikiran kreatif tentang asal permasalahan sebelum keputusan diambil, mengenai karakter dari kesulitan utama apa yang perlu ditangani. Setelah keputusan dibuat, TSI kemudian akan mengarahkan pengambil keputusan untuk melihat beberapa metodologi dari sistem yang paling tepat digunakan untuk mengatasi berbagai jenis kesulitan yang telah diidentifikasi sebagai yang paling berpedan terhadap munculnya masalah. |                  |                                                                                 |                          |
|                                   | The essence of TSI is to encourage highly creative thinking about the nature of any problem situation before a decision is taken about the character of the main difficulties to be addressed. Once that decision has been taken, then TSI will steer the decision makers towards the type of system methodology most appropriate for dealing with the kind of difficulties identified as being most significant.                                                                                                                                                                                                                                        |                  |                                                                                 |                          |
| <b>Luaran (Outcomes)</b>          | Mahasiswa diharapkan memiliki kemampuan untuk memecahkan masalah berbasis <i>total system intervention</i> , dan memiliki kemampuan untuk mengaplikasikan berbagai metode tersebut untuk penyelesaian masalah di dunia nyata                                                                                                                                                                                                                                                                                                                                                                                                                             |                  |                                                                                 |                          |
| <b>Matakuliah Terkait</b>         | -                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | -                | -                                                                               | -                        |
| <b>Kegiatan Penunjang</b>         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                  |                                                                                 |                          |
| <b>Pustaka</b>                    | Flood, R.L., Jackson, M.C., <i>Creative Problem Solving : Total System Intervention</i> , John Wiley & Sons, 1991 (Pustaka utama)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                  |                                                                                 |                          |
| <b>Panduan Penilaian</b>          | Ujian, Tugas, Partisipasi Aktif Mahasiswa                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                  |                                                                                 |                          |
| <b>Catatan Tambahan</b>           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                  |                                                                                 |                          |

| Mg# | Topik                                                                   | Sub Topik                                                                                                                                         | Capaian Belajar Mahasiswa | Sumber Materi                                |
|-----|-------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------|----------------------------------------------|
| 1   | Sifat alami dari berpikir sistem ( <i>Nature of Systemic Thinking</i> ) | Konsep sistem, metafor mesin, metafor organic, metafor <i>neuro cybernetic</i> , metafor kultur, metafor politik, <i>total quality management</i> | Kuliah, diskusi kelas     | Chapter 1; <i>Flood &amp; Jackson, 1991</i>  |
| 2   | Sistem dari metodologi system ( <i>System of System Methodology</i> )   | Problem clustering context, types of clustering in system methodology, system of system methodology                                               | Kuliah, diskusi kelas     | Chapter 2; <i>Flood &amp; Jackson, 1991</i>  |
| 3   | Logika dan proses dari <i>Total System Intervention (TSI)</i>           | Filosofi TSI, prinsip-prinsip TSI, tiga fasa dari TSI                                                                                             | Kuliah, diskusi kelas     | Chapter 3; <i>Flood &amp; Jackson, 1991</i>  |
| 4   | <i>System Dynamics</i>                                                  | Filosofi dinamika system, prinsip-prinsip dinamika system, model dan metodologi, penggunaan model                                                 | Kuliah, diskusi kelas     | Chapter 4; <i>Flood &amp; Jackson, 1991</i>  |
| 5   | <i>Viable System Diagnosis (VSD)</i>                                    | Filosofi VSD, prinsip-prinsip VSD, penggunaan <i>viable system model</i>                                                                          | Kuliah, diskusi kelas     | Chapter 5; <i>Flood &amp; Jackson, 1991</i>  |
| 6   | <i>Strategic Assumption Surfaving and Testing (SAST)</i>                | Filosofi SAST, prinsip-prinsip SAST, metodologi SAST                                                                                              | Kuliah, diskusi kelas     | Chapter 6; <i>Flood &amp; Jackson, 1991</i>  |
| 7   | Perencanaan interaktif ( <i>Interactive Planning</i> )                  | Filosofi peencanaan interaktif, prinsip-prinsip perencanaan interaktif, metodologi perencanaan interaktif                                         | Kuliah, diskusi           | Chapter 7; <i>Flood &amp; Jackson, 1991</i>  |
| 8   | <i>Soft System Methodology – SSM</i>                                    | Filosofi SSM, prinsip-prinsip SSM, metodologi <i>soft system</i>                                                                                  | Kuliah, diskusi           | Chapter 8; <i>Flood &amp; Jackson, 1991</i>  |
| 9   | <i>Critical System Heuristics – CSH</i>                                 | Filosofi CSH, prinsip-prinsip CSH, metodologi CSH                                                                                                 | Kuliah, diskusi           | Chapter 9; <i>Flood &amp; Jackson, 1991</i>  |
| 10  | Kembalinya TSI ( <i>Return of TSI</i> )                                 | Catatan singkat mengenai TSI, kritik terhadap TSI                                                                                                 | Kuliah, diskusi           | Chapter 10; <i>Flood &amp; Jackson, 1991</i> |
| 11  | <i>Presentation Students on VSD</i>                                     | Presentasi                                                                                                                                        | Presentasi, diskusi kelas | <i>Related Paper</i>                         |

**Bidang Akademik dan Kemahasiswaan ITB**

**Kur2013-Program Studi  
Magister Sains Manajemen**

**Halaman 71 dari 100**

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|    |                                               |            |                           |               |
|----|-----------------------------------------------|------------|---------------------------|---------------|
| 12 | Presentation Students on SAST                 | Presentasi | Presentasi, diskusi kelas | Related Paper |
| 13 | Presentation Students on Interactive Planning | Presentasi | Presentasi, diskusi kelas | Related Paper |
| 14 | Presentation Students on SSM                  | Presentasi | Presentasi, diskusi kelas | Related Paper |
| 15 | Presentation Student on CSH                   | Presentasi | Presentasi, diskusi kelas | Related Paper |

## 24. Pemodelan Sistem untuk Pembuatan Kebijakan (MB6053)

|                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                   |                                                                                 |                          |
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| <b>Kode Matakuliah:</b><br>MB6053 | <b>Bobot sks:</b><br>3 SKS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | <b>Semester:</b> Ganjil/G<br>enap | <b>KK / Unit Penanggung Jawab:</b><br>Decision Making and Strategic Negotiation | <b>Sifat:</b><br>Pilihan |
| <b>Nama Matakuliah</b>            | Pemodelan Sistem untuk Pembuatan Kebijakan<br>System Modeling for Policy Development                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                   |                                                                                 |                          |
| <b>Silabus Ringkas</b>            | Mata kuliah ini akan membimbing mahasiswa untuk memiliki kemampuan berpikir sistemik (dimana adanya hubungan saling terkait dan saling mempengaruhi antar dirikitadenganlainnya), dan melakukan simulasi untuk mengetahui strategi terbaik apa yang dapat memberikan pencapaian yang paling diinginkan.<br><br><i>This course will provide the students ability to think systemic (that we are influenced and interconnected each other), and simulate the best strategy that may give the most desirable output.</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                   |                                                                                 |                          |
| <b>Silabus Lengkap</b>            | Mahasiswa akan mempelajari pentingnya berpikir sistemik dan bagaimana berpikir sistemik dapat digunakan untuk mnestrukturkan permasalahan yang diharapkan. Dengan berpikir sistemik, mahasiswa akan belajar mengenai konsekuensi dari suatu kebijakan yang pada akhirnya akan kembali kepada dirikitasebagai sebuah loop. Oleh karena itu, sebuah solusi yang adapada saat ini, mungkin saja akan menimbulkan masalah di kemudian hari. Dengan memahami bahwa kita adalah bagian dari sebuah sistem yang besar, maka sebuah simulasi dapat dibangun untuk menganalisis konsekuensi dari kebijakan tertentu pada sebuah sistem. Dengan bantuan system dynamics, dan melalui eksperimen simulasi, dapat diketahui strategi terbaik apa yang bisadilakukan untuk memperoleh luaran yang diinginkan.<br><br><i>The students will learn the important of system thinking and how to use it to structure their problem. By thinking systemic we will learn that the consequences of our policy will return to us. Good solution in present time might be problem in the future. We will know that we are a part of bigger system in all aspects of our life. Every system components are connected and influenced (directly or indirectly). To analyse the consequences of certain policy to a system, system dynamics tools will be used. Through simulation, the best strategy that give the most desirable output well be observed.</i> |                                   |                                                                                 |                          |
| <b>Luaran (Outcomes)</b>          | Mahasiswa mampu untuk berpikir secara sistem, serta mampu untuk mengimplementasikan pendekatan sistem dinamik (system dynamics) pada kasus nyata serta menganalisa skenario kebijakan yang memberikan luaran yang optimal.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                   |                                                                                 |                          |
| <b>Matakuliah Terkait</b>         | -                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | -                                 | -                                                                               | -                        |
| <b>Kegiatan Penunjang</b>         | Praktikum, Proyek penelitian mandiri                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                   |                                                                                 |                          |
| <b>Pustaka</b>                    | John F. Barlow, Excel Models for Business and Operations Management, John Wiley & Sons, 2005 (Pustaka Utama)<br>Goodwin, P., G. Wrigth, Decision Analysis for Management Judgment, 2, John Wiley & Sons, 1998 (Pustakapendukung)<br>Gilbert, N., Agent-based Models, 2, Sage Publications, 2008 (Pustakapendukung)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                                   |                                                                                 |                          |
| <b>Panduan Penilaian</b>          | Praktikum, Penelitian Mandiri                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                   |                                                                                 |                          |
| <b>Catatan Tambahan</b>           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                                   |                                                                                 |                          |

| Mg# | Topik                    | Sub Topik                                                                                                                                      | Capaian Belajar Mahasiswa                                                                                                                                                                                                                        | Sumber Materi                                                                                                   |
|-----|--------------------------|------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------|
| 1   | What are Systems?        | 1. What is a system?<br>2. Defining characteristics of system<br>3. Example of problem solving using System Dynamic<br>Overview of This Course | Understanding the connection between structure and system's behavior<br>Reinforcing:<br>• concept of system thinking<br>• problem solving with system thinking                                                                                   | Anderson & Johnson Ch. 1<br>What are Systems?, The system language                                              |
| 2   | What is System Thinking? | Event, Pattern and Structure                                                                                                                   | Explaining the difference between analytic and systemic thinking<br>1. Explaining how harmful problem simplification.<br>2. Holistic problem definition is important.<br>3. Shifting from event oriented thinking to structure oriented thinking | Anderson & Johnson Ch. 2<br>What is Systems Thinking?, Applied system thinking (hard and soft system thinking). |

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| <b>Bidang Akademik dan Kemahasiswaan ITB</b>                                                                                                                                                                                   | <b>Kur2013-Program Studi Magister Sains Manajemen</b> | <b>Halaman 72 dari 100</b> |
| Template Dokumen ini adalah milik Direktorat Pendidikan - ITB<br>Dokumen ini adalah milik Program Studi Magister Sains Manajemen ITB.<br>Dilarang untuk me-reproduksi dokumen ini tanpa diketahui oleh Dirdik-ITB dan SBM-ITB. |                                                       |                            |



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|----|-------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------|
|    |                                                                         |                                                                                                                                                                                              | 4. Understanding of emergent properties.                                                                                                                                            |                                                               |
| 3  | <i>Uncovering System Structure</i>                                      | 1. Identifying Systemic Problems<br>2. Formulating the Problems<br>3. Identifying Variables<br>4. Naming Variables<br>5. Drawing Behavior Over Time (BOT) Graphs                             | 1. Students are able to formulate the problem<br>2. Students are able to define key variables<br>3. Students are able to understand the relation between key variables and behavior | Anderson & Johnson Ch. 3<br><i>System Dynamic</i>             |
| 4  | <i>From Loop to Leverage (Applying and Practicing Systems Thinking)</i> | 1. Characteristics of complex systems.<br>2. Strengths and weaknesses of complex systems.<br>3. Do's and Don't s of System Thinking on the Job.<br>4. Practicing Life-Long Systems Thinking. | 1. Exploring existing management problem<br>2. Defining structure of management problem<br>3. Explaining practical use of system thinking.                                          | Anderson & Johnson Ch. 6<br><i>Total Systems Intervention</i> |
| 5  | <i>Introduction to System Dynamics Software</i>                         | Memahami tools yang terdapat pada <i>software System Dynamics</i> , mengerti fungsi masing-masing <i>tools</i>                                                                               | Praktikum, kasus                                                                                                                                                                    |                                                               |
| 6  | <i>Transforming CLD to SFD using System Dynamic Software</i>            | Mengidentifikasi bagian dari <i>causal loop diagram</i> menjadi bagian dari <i>stock-flow diagram</i>                                                                                        | Praktikum, kasus                                                                                                                                                                    |                                                               |
| 7  | <i>Experiment using System Dynamics Software</i>                        | Mengujicoba beberapa kebijakan yang telah dibuat dengan mengamati keluaran yang diinginkan                                                                                                   | Praktikum, kasus                                                                                                                                                                    |                                                               |
| 8  | <i>Final Project Proposals</i>                                          |                                                                                                                                                                                              | Presentasi                                                                                                                                                                          |                                                               |
| 9  | <i>Guest lecture</i>                                                    |                                                                                                                                                                                              | Diskusi kelas                                                                                                                                                                       | <i>To be announced</i>                                        |
| 10 | <i>Coaching on exploring problems and system boundaries</i>             | Input-output diagram dari sistem, identifikasi variable yang relevan dari sistem                                                                                                             | Praktikum, diskusi                                                                                                                                                                  |                                                               |
| 11 | <i>Coaching on creating causal between variabls</i>                     | <i>Causal loop diagram</i>                                                                                                                                                                   | Praktikum, diskusi, presentasi                                                                                                                                                      |                                                               |
| 12 | <i>Coaching on SFD</i>                                                  | Menerjemahkan <i>causal loop diagram</i> menjadi <i>stock-flow diagram</i> pada program                                                                                                      | Praktikum, diskusi                                                                                                                                                                  |                                                               |
| 13 | <i>Coaching validation of the model</i>                                 | Melakukan pengetesan terhadap model yang dibuat, Ujicoba nilai ekstrim                                                                                                                       | Praktikum, diskusi,                                                                                                                                                                 |                                                               |
| 14 | <i>Coaching on Policy Experiment</i>                                    | Melakukan ujicoba terhadap model yang sudah <i>robust</i> dengan berbagai kemungkinan pilihan kebijakan                                                                                      | Praktikum, diskusi, presentasi                                                                                                                                                      |                                                               |
| 15 | <i>Coaching finalization of the project</i>                             | Finalisasi proyek penelitian mahasiswa                                                                                                                                                       | Presentasi, diskusi                                                                                                                                                                 |                                                               |
| 16 | <i>Final Project Submission</i>                                         |                                                                                                                                                                                              |                                                                                                                                                                                     |                                                               |

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## 26. Pemodelan Berbasis Agen dan Simulasi (MB6054)

|                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                  |                                                                                 |                          |
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| <b>Kode Matakuliah:</b><br>MB6055 | <b>Bobot sks:</b><br>3 SKS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | <b>Semester:</b> | <b>KK / Unit Penanggung Jawab:</b><br>Decision Making and Strategic Negotiation | <b>Sifat:</b><br>Pilihan |
| <b>Nama Matakuliah</b>            | Pemodelan Berbasis Agen dan Simulasi                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                  |                                                                                 |                          |
|                                   | <i>Agent Based Modelling and Simulation</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                  |                                                                                 |                          |
| <b>Silabus Ringkas</b>            | Mata kuliah ini bertujuan untuk memberikan pemahaman mengenai interaksi antar manusia (baik secara personal ataupun kelompok) dan manusia dengan lingkungannya.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                  |                                                                                 |                          |
|                                   | <i>This course provide tools to understand human-human (both group and personal) and human-environment unique interactions</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                  |                                                                                 |                          |
| <b>Silabus Lengkap</b>            | Pemodelan berbasis agen dan simulasi memberikan pendekatan lain dalam membangun teori sebagai tambahan atas dua pendekatan : deduksi dan induksi. Persamaan dengan pendekatan deduksi, model berbasis agen dimulai dari sejumlah asumsi yang terdefinisi. Perbedaan dengan metode deduksi, kerangka pemodelan berbasis agen dengan simulasinya, mampu untuk mengatasi konsekuensi yang tidak bisa dilakukan melalui teknik matematika standard. Pemodelan berbasis agen juga seperti pendekatan induksi, dimana metode utama dari pendekatan ini adalah mencari konsekuensi (bahkan jika memungkinkan premis baru) melalui analisis set data yang dihasilkan dengan menjalankan simulasi. Selain itu juga untuk menemukan prinsip baru dari dinamika sistem yang kompleks terutama sistem sosial. |                  |                                                                                 |                          |
|                                   | <i>Agent-based modelling provides a third way of doing science in addition to the traditional methods of deduction and induction. Like deductive models, an ABM starts with a well-defined set of assumptions. But unlike deductive models, an agent-based framework is capable of revealing consequences through simulation that cannot be deduced with standard mathematical techniques. Likewise induction, the main method of finding these consequences (and perhaps new insights) are through analysis of a set of data – in this case data generated by running the computer simulation. The goal is to discover new principles about the dynamics of complex systems, especially complex adaptive systems that are typical of social processes.</i>                                       |                  |                                                                                 |                          |
| <b>Luaran (Outcomes)</b>          | <ul style="list-style-type: none"> <li>- Memahami perbedaan pendekatan <i>agent-based</i> dan pendekatan deduktif serta induktif,</li> <li>- Mampu mengidentifikasi elemen dari <i>agent-based modelling</i> untuk sebuah masalah dan membuat hipotesis mengenai aturan interaksi antar agen,</li> <li>- Mengidentifikasi dan menjelaskan <i>emergent property</i> yang muncul dari sebuah masalah,</li> <li>- Menjelaskan bagaimana <i>agent-based simulation</i> disimulasikan dan memahami bagaimana menganalisa hasil dari simulasi,</li> <li>- Mengaplikasikan dan menganalisa pendekatan <i>agent-based simulation</i> terhadap permasalahan nyata di lapangan</li> </ul>                                                                                                                   |                  |                                                                                 |                          |
| <b>Matakuliah Terkait</b>         | -                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | -                | -                                                                               | -                        |
| <b>Kegiatan Penunjang</b>         | Praktikum, proyek penelitian mandiri, presentasi paper                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                  |                                                                                 |                          |
| <b>Pustaka</b>                    | Robert Axelrod, <i>The Complexity of Cooperation, Agent Based Models of Competition and Collaboration</i> , Princeton, New Jersey (Pustaka utama)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                  |                                                                                 |                          |
|                                   | Nigel Gilbert, <i>Agent-Based Models</i> , SAGE Publication (Pustaka pendukung)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                  |                                                                                 |                          |
|                                   | Joshua M. Epstein, <i>Generative Social Studies in Agent-Based Computational Modelling</i> , 2006, New Jersey : Princeton University Press (Pustaka pendukung)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                  |                                                                                 |                          |
|                                   | John H. Miller and Scott E. Page, <i>Complex Adaptive System : An Introduction to Computational Models of Social Life</i> , 2007, New Jersey : Princeton University Press (Pustaka pendukung)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                  |                                                                                 |                          |
|                                   | Tamas Vicsek, <i>The Bigger Picture</i> (Pustaka pendukung)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                  |                                                                                 |                          |
|                                   | Nigel Gilbert, <i>Agent-Based Modeling: Dealing with Complexity</i> (Pustaka pendukung)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                  |                                                                                 |                          |
|                                   | Michael Agar, <i>An Anthropological Problem, A Complex Solution</i> (Pustaka pendukung)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                  |                                                                                 |                          |
|                                   | Armano Srbjlinovic and Ognjen Skukca, <i>An Introduction to Agent-Based Modeling and Simulation of Social Process</i> (Pustaka pendukung)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                  |                                                                                 |                          |
|                                   | Robert Axelrod, <i>Advancing the Art of Simulation in the Social Sciences</i> (Pustaka pendukung)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                  |                                                                                 |                          |
|                                   | Robert L. Axtell, <i>The New Coevolution of Information Science and Social Science: From Software Agents to Artificial Societies and Back Or How More Computing Became Different Computing</i> (Pustaka pendukung)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                  |                                                                                 |                          |

|                          |                                                                                                                                        |
|--------------------------|----------------------------------------------------------------------------------------------------------------------------------------|
|                          | Michael W. Macy and Robert Willer, <i>From Factors to Actors: Computational Sociology and Agent-Based Modeling</i> (Pustaka pendukung) |
|                          | Bernardo A. Huberman and Natalie S. Glance, <i>Evolutionary Games and Computer Simulation</i> (Pustaka pendukung)                      |
|                          | Robert Axtell, <i>Why Agents? On the Varied Motivations for Agent Computing in the Social Sciences</i> (Pustaka pendukung)             |
|                          | Robert Axelrod and Ross A. Hammond, <i>The Evolution of Ethnocentric Behavior</i> (Pustaka pendukung)                                  |
|                          | Thomas Schelling, <i>Model of Segregation</i> (Pustaka pendukung)                                                                      |
|                          | Robert Axelrod, <i>The Dissemination of Culture: A Model with Local Convergence and Global Polarization</i> (Pustaka pendukung)        |
|                          | Mark Garofalo, <i>Modeling the El Farol Bar Problem in the Net Logo</i> (Pustaka pendukung)                                            |
|                          | Soars Modeling Manual I (Pustaka pendukung)                                                                                            |
| <b>Panduan Penilaian</b> | Partisipasi aktif mahasiswa di kelas, presentasi paper, makalah penelitian mandiri                                                     |
| <b>Catatan Tambahan</b>  |                                                                                                                                        |

| Mg# | Topik                                                        | Sub Topik                                                                                                                   | Capaian Belajar Mahasiswa   | Sumber Materi                                                                                                                                                                                                                                                                                             |
|-----|--------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------|-----------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1   | Introduction to Complex System                               | Complexity, Social Environment, Why Agent-Based Modeling ?                                                                  | Kuliah, diskusi kelas       | - Thomas Viscek, "The Big Picture"<br>- Nigel Gilbert, "Agent-based social simulation : dealing with complexity"<br>- Armano S, "An Introduction to Agent Based Modeling and simulation of Social Process"<br>- Michael Agar, "An anthropological problem, a complex solution"                            |
| 2   | Introduction to Agent-Based Simulation                       | Understand of social simulation, Spectrum of agent-based simulation, Advantages and disadvantages of agent-based simulation | Kuliah, diskusi kelas       | - Michael W. Macy, "From Factors to Actors : Computational Sociology and Agent-Based Modeling"<br>- Robert L. Axtell, "The New Co-evolution of Information Science and Social Science"<br>- Robert Axelrod, "Advancing the Art of Simulation in the Social Sciences"<br>- Joshua M. Epstein, "Why Model?" |
| 3   | Agent-Based Simulation Research Methodology                  | Simulation preparation, Simulation design, Experiment                                                                       | Kuliah, diskusi kelas       | - Robert Axtell, "Why Agents? On the Varied Motivations for Agent Computing in the Social Sciences"<br>- Robert Axelrod, "The Evolutionary Games and Computer Simulations"                                                                                                                                |
| 4   | Computational Tools (1)                                      | Introduction to Net Logo, Schelling Segregation Model                                                                       | Kuliah, praktikum software  | - Net Logo User Manual<br>- Schelling Thomas C (1969), <i>Models of Segregation</i>                                                                                                                                                                                                                       |
| 5   | Computational Tools (2)                                      | Virus Model                                                                                                                 | Kuliah, praktikum software  | -                                                                                                                                                                                                                                                                                                         |
| 6   | Computational Tools (3)                                      | Voting Model                                                                                                                | Kuliah, praktikum software  | -                                                                                                                                                                                                                                                                                                         |
| 7   | Computational Tools (4)                                      | Disseminating Culture                                                                                                       | Kuliah, praktikum software  | - Axelrod, R, "The Dissemination of Culture : A Model of Local Convergence and Global Polarization."                                                                                                                                                                                                      |
| 8   | Computational Tools (5)                                      | Introduction of SOARS, Build Activity Model with SOARS                                                                      | Kuliah, praktikum software  | - SOARS User Manual                                                                                                                                                                                                                                                                                       |
| 9   | Computational Tools (6)                                      | Agent-Based Model with SOARS                                                                                                | Kuliah, praktikum software  | - SOARS User Manual                                                                                                                                                                                                                                                                                       |
| 10  | Student Presentation                                         | Application of Agent-Based Model                                                                                            | Presentasi                  |                                                                                                                                                                                                                                                                                                           |
| 11  | Research Highlights                                          | Application of Agent-Based Models from Practitioners or other Researcher                                                    | Kuliah, diskusi kelas       | - Guest Lecture                                                                                                                                                                                                                                                                                           |
| 12  | Coaching Student Research on Developing Model                | Students construct simulation with their own model and try to make some scenarios within the model                          | Penelitian mandiri, diskusi |                                                                                                                                                                                                                                                                                                           |
| 13  | Coaching Student on Role and Simulation Design               |                                                                                                                             |                             |                                                                                                                                                                                                                                                                                                           |
| 14  | Coaching Student Research on Developing Scenarios Simulation |                                                                                                                             |                             |                                                                                                                                                                                                                                                                                                           |
| 15  | Final Presentation                                           | Presentation of student final project                                                                                       | Presentasi, diskusi kelas   |                                                                                                                                                                                                                                                                                                           |

## 27. Analisis dan Resolusi Konflik (MB6055)

|                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                  |                                                                                        |                                 |
|---------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------|----------------------------------------------------------------------------------------|---------------------------------|
| <b>Kode Matakuliah:</b>   | <b>Bobot sks:</b><br>3 SKS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | <b>Semester:</b> | <b>KK / Unit Penanggung Jawab:</b><br><i>Decision Making and Strategic Negotiation</i> | <b>Sifat:</b><br><i>Pilihan</i> |
| <b>Nama Matakuliah</b>    | Analisis dan Resolusi Konflik                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                  |                                                                                        |                                 |
|                           | <i>Analysis and Conflict Resolution</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                  |                                                                                        |                                 |
| <b>Silabus Ringkas</b>    | Mata kuliah ini bertujuan membangun wawasan mahasiswa dalam mentransformasi permasalahan konflik di dunia nyata ke dalam model, untuk kemudian menganalisa, dan mengusulkan resolusi dari konflik tersebut                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                  |                                                                                        |                                 |
|                           | <i>This course will provide students insight in both transforming real world problem into a model and analyzing the model, as well as suggesting the resolution</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                  |                                                                                        |                                 |
| <b>Silabus Lengkap</b>    | <p>Ketika berhadapan masalah, kebanyakan orang tidak mampu berpikir secara jernih untuk melihat “wujud sebenarnya” dari perselisihan yang timbul. Hal tersebut terjadi karena manusia memiliki keterbatasan informasi serta keterlibatan emosi yang membiaskan rasionalitas.</p> <p>Dalam kuliah ini, mahasiswa diharapkan mampu membangun suatu kerangka kerja untuk memahami dan mengelola konflik. Konsekuensi dari interaksi antara pihak-pihak yang bertikai serta peran emosi dalam mengubah preferensi didiskusikan dalam kuliah ini. Begitu pula halnya dengan fenomena “irasional” dimana pihak yang bertikai cenderung untuk memilih hasil yang buruk, sekalipun tersedia pilihan yang lebih baik.</p> <p><i>In dealing with conflict, many people has limitation to see clearly the real form of conflict, since naturally, human has only partial incomplete information, especially in a dispute. Moreover, influence of emotion usually worsen the situation.</i></p> <p><i>In this course, students will study how to develop a framework for understanding and managing conflict. Consequence of interaction among conflicting parties is discussed, along with the role of emotion that shifts preference. The phenomenon about some better situation that are not choosen is also studied as well as cooperation among dispute parties.</i></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                  |                                                                                        |                                 |
| <b>Luaran (Outcomes)</b>  | <p>After this course, students can be able to:</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Make abstraction of real world problem to model</li> <li><input type="checkbox"/> Analyze the conflict and provide the resolution</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                  |                                                                                        |                                 |
| <b>Matakuliah Terkait</b> | Resolusi Konflik                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | -                |                                                                                        |                                 |
|                           | -                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | -                |                                                                                        |                                 |
| <b>Kegiatan Penunjang</b> | Praktikum dan proyek pengelolaan konflik mandiri                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                  |                                                                                        |                                 |
| <b>Pustaka</b>            | <p>Howard, N., Confrontation Analysis: How to Win Operations Other than War, CCRP Publication Series, 1999. (Pustaka Pendukung)</p> <p>MacCain, R., Game Theory: A Non-Technical Introduction to the Analysis of Strategy, South-Western College, 2003(Pustaka Pendukung)</p> <p>Bryant, J.W., The Six Dilemmas of Collaboration: Inter-organizational Relationships as Drama, John Wiley &amp; Sons, 2003 (Pustaka Utama)</p> <p>Confrontation Manager Software and Guidance (Pustaka Pendukung)</p> <p>Williams, B., Hummelbrunner, R., System Concept in Action, Stanford University Press, 2010 (Pustaka Pendukung)</p> <p>Flood, R.L., Jackson, M.C., Creative Problem Solving: Total System Intervention, John Wiley and Sons, 1991 (Pustaka Pendukung)</p> <p>Adam Brandenburger and Barry Nalebuff: Co-opetition ,Doubleday, 1996 (Pustaka Pendukung)</p> <p>Avinash Dixit and Barry Nalebuff : Thinking Strategically, Norton, 1991 (Pustaka Pendukung)</p> <p>Lewicki, R. J., Bruce Barry and David. M. Saunders. <i>Negotiation</i>. 6<sup>th</sup> ed. Boston, MA: McGraw-Hill, 2010. (Lewicki 2010). 2 versions available: English &amp; Bahasa Indonesia (Pustaka Pendukung)</p> <p>Thompson, L.L. <i>The Mind and Heart of the Negotiator</i>. 3<sup>rd</sup> edition. Upper Saddle River, New Jersey: Pearson Education Inc, 2005.(Pustaka Pendukung)</p> <p>Lax, D.A., Sebenius, J.K., 3-D Negotiation, Harvard Business School, 2006 (Pustaka Pendukung)</p> <p>Wolff, J., Flamig, H., Herz, N., Conceptual Framework for a Multi-stakeholder Analysis – A Contribution to Urban-compatible Empty Container Logistics (Pustaka Pendukung)</p> <p>Fisher, Ury : Getting to Yes (Pustaka Pendukung)</p> <p>Bazerman , Margaret: Negotiating Rationally, New York, 1993 (Pustaka Pendukung)</p> <p>Avinash Dixit, Skeath and Heiley Jr.. Games of Strategy, 2005 (Pustaka Pendukung)</p> <p>Liping Fang, Interactive Decision Making: the Graph Model for Conflict Resolution (Pustaka Pendukung)</p> |                  |                                                                                        |                                 |
| <b>Panduan Penilaian</b>  | <p>A student's performance in this course will be evaluated through this way:</p> <ol style="list-style-type: none"> <li>1. Quantity and Quality participation in class discussion.</li> <li>2. Presentation, include the quality of substantial of paper and the presentation.</li> <li>3. The quality answer of Quiz.</li> </ol>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                  |                                                                                        |                                 |
| <b>Catatan Tambahan</b>   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                  |                                                                                        |                                 |

| Mg# | Topik                             | Sub Topik                                                                                                                        | Capaian Mahasiswa Belajar   | Sumber Materi                                                     |
|-----|-----------------------------------|----------------------------------------------------------------------------------------------------------------------------------|-----------------------------|-------------------------------------------------------------------|
| 1   | Introduction to Conflict Modeling | <ul style="list-style-type: none"> <li>• Interactive Decision Making</li> <li>• Thinking about what They are Thinking</li> </ul> | Kuliah, diskusi kelas, case | MacCain, A Non-Technical Introduction to the Analysis of Strategy |

**Bidang Akademik dan Kemahasiswaan ITB**

**Kur2013-Program Studi  
Magister Sains Manajemen**

**Halaman 77 dari 100**

Template Dokumen ini adalah milik Direktorat Pendidikan - ITB  
Dokumen ini adalah milik Program Studi Magister Sains Manajemen ITB.  
Dilarang untuk me-reproduksi dokumen ini tanpa diketahui oleh Dirdik-ITB dan SBM-ITB.

| Mg# | Topik                                     | Sub Topik                                                                                                                                                                                                                                                                       | Capaian Belajar Mahasiswa     | Sumber Materi                                                                                                                                                                                                                 |
|-----|-------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|     | Game Theory                               | <ul style="list-style-type: none"> <li>• Simultaneous and Sequential Game</li> <li>• Game Form</li> </ul>                                                                                                                                                                       |                               |                                                                                                                                                                                                                               |
| 2   | Game Theory                               | <ul style="list-style-type: none"> <li>• Social Dilemma and Nash Equilibrium</li> <li>• Three Person Game and the Equilibrium</li> <li>• Probability and Mixed Strategy</li> </ul>                                                                                              | Kuliah, diskusi kelas, case   | MacCain, <i>A Non-Technical Introduction to the Analysis of Strategy</i>                                                                                                                                                      |
| 3   | Drama Theory- Challenge and Paradoxes     | <ul style="list-style-type: none"> <li>• PACTS: 5 Ways of Responding to the Challenge of Collaboration</li> <li>• Paradoxes of Persuasion</li> <li>• Paradoxes of Conviction</li> <li>• Paradoxes of Implementation</li> </ul>                                                  | Kuliah, diskusi kelas, case   | <ul style="list-style-type: none"> <li>- Howard, N., <i>Confrontation Analysis</i></li> <li>- Bryant, J.W., <i>The Six Dilemmas of Collaboration</i></li> </ul>                                                               |
| 4   | Drama Theory- Drama Framework             | <ul style="list-style-type: none"> <li>• Framing Collaboration</li> <li>• Storyboarding</li> <li>• The Six Dilemmas</li> </ul>                                                                                                                                                  | Kuliah, diskusi kelas, case   | <ul style="list-style-type: none"> <li>- Howard, N., <i>Confrontation Analysis</i></li> <li>- Bryant, J.W., <i>The Six Dilemmas of Collaboration</i></li> </ul>                                                               |
| 5   | Drama Theory- Enacting Synopsis           | <ul style="list-style-type: none"> <li>• Collaboration Management</li> <li>• Framing</li> <li>• Representing</li> <li>• Resolving</li> <li>• Rehearsal</li> <li>• How to Do It</li> </ul>                                                                                       | Kuliah, diskusi kelas, case   | <ul style="list-style-type: none"> <li>- Howard, N., <i>Confrontation Analysis</i></li> <li>- Bryant, J.W., <i>The Six Dilemmas of Collaboration</i></li> </ul>                                                               |
| 6   | Drama Theory- Enacting Director's Toolbox | <ul style="list-style-type: none"> <li>• Framing</li> <li>• Representing</li> <li>• Resolving</li> <li>• Rehearsal</li> </ul>                                                                                                                                                   | Kuliah, diskusi kelas, case   | <ul style="list-style-type: none"> <li>- Howard, N., <i>Confrontation Analysis</i></li> <li>- Bryant, J.W., <i>The Six Dilemmas of Collaboration</i></li> </ul>                                                               |
| 7   | Drama Theory- Enacting Design             | <ul style="list-style-type: none"> <li>• Delivering Benefit</li> <li>• Reflection</li> <li>• Intervention</li> <li>• Mediation</li> <li>• Group Support</li> <li>• Simulation</li> <li>• Confrontation Management System</li> <li>• Practicing Confrontation Manager</li> </ul> | Kuliah, diskusi kelas, case   | <ul style="list-style-type: none"> <li>- Howard, N., <i>Confrontation Analysis</i></li> <li>- Bryant, J.W., <i>The Six Dilemmas of Collaboration</i></li> <li>- <i>Confrontation Manager Software and Guidance</i></li> </ul> |
| 8   | Graph Model                               | <ul style="list-style-type: none"> <li>• Introduction to Graph Model</li> <li>• Presenting Conflict with Graph Model</li> <li>• Solution Concept with GMCR</li> </ul>                                                                                                           | Kuliah, diskusi kelas, case   | Liping Fang, <i>Interactive Decision Making</i>                                                                                                                                                                               |
| 9   | Graph Model                               | Practicing GMCR Software                                                                                                                                                                                                                                                        | Praktikum, diskusi kelas      | Liping Fang, <i>Interactive Decision Making</i>                                                                                                                                                                               |
|     | Students' Project                         | Presentation and Coaching of Students' Project                                                                                                                                                                                                                                  | Presentasi, diskusi, coaching |                                                                                                                                                                                                                               |
| 10  | Students' Project                         | Presentation and Coaching of Students' Project                                                                                                                                                                                                                                  | Presentasi, diskusi, coaching |                                                                                                                                                                                                                               |
| 11  | MidTerm                                   | Paper Project                                                                                                                                                                                                                                                                   | Pengumpulan Project           |                                                                                                                                                                                                                               |
|     | How to Reframe Conflict                   | Coopetition and Value Net                                                                                                                                                                                                                                                       | Kuliah, diskusi kelas         | Adam Brandenburger and Barry Nalebuff: <i>Co-opetition</i>                                                                                                                                                                    |
|     | Advance Approach in Negotiation           | <ul style="list-style-type: none"> <li>- Revisiting Distributive and Integrative Negotiation</li> <li>- Revisiting Moms.com</li> </ul>                                                                                                                                          | Kuliah, diskusi kelas, case   | <ul style="list-style-type: none"> <li>• Thompson, L.L. <i>The Mind and Heart of the Negotiator</i></li> <li>• Lewicki, R. J., Bruce Barry and David. M. Saunders. <i>Negotiation</i></li> </ul>                              |
| 12  | Advance Approach in Negotiation           | <ul style="list-style-type: none"> <li>- New Car</li> <li>- Strategic Alliance</li> <li>- Cobalt</li> </ul>                                                                                                                                                                     | Kuliah, diskusi kelas, case   | <ul style="list-style-type: none"> <li>• Thompson, L.L. <i>The Mind and Heart of the Negotiator</i></li> <li>• Lewicki, R. J., Bruce Barry and David. M. Saunders. <i>Negotiation</i></li> </ul>                              |
| 13  | 3 D Negotiation                           | <ul style="list-style-type: none"> <li>- 3-D Strategies in Practice</li> <li>- Introduction to 3-D Negotiation</li> <li>- Set-up the Right Negotiation (Away from the Table)</li> </ul>                                                                                         | Kuliah, diskusi kelas, case   | Lax, D.A., Sebenius, J.K., <i>3-D Negotiation</i>                                                                                                                                                                             |
| 14  | 3 D Negotiation                           | - Design-Value Creating Deals (On the Drawing                                                                                                                                                                                                                                   | Kuliah, diskusi kelas, case   | Lax, D.A., Sebenius, J.K., <i>3-D Negotiation</i>                                                                                                                                                                             |

| Mg# | Topik             | Sub Topik                                                 | Capaian Mahasiswa Belajar     | Sumber Materi |
|-----|-------------------|-----------------------------------------------------------|-------------------------------|---------------|
|     |                   | Board)<br>- Stress Problem-Solving Tactics (At the Table) |                               |               |
| 15  | Students' Project | Presentation and Coaching of Students' Project            | Presentasi, diskusi, coaching |               |
| 16  | Final Test        |                                                           |                               |               |

## 28. Sistem Keuangan Islam (MB6061)

|                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                       |                                                                   |                          |
|------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------|-------------------------------------------------------------------|--------------------------|
| <b>Kode Matakuliah:</b><br>MM 6061 | <b>Bobot sks:</b><br>3 sks                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | <b>Semester:</b><br>3 | <b>KK / Unit Penanggung Jawab:</b><br>Ilmu Keputusan dan Keuangan | <b>Sifat:</b><br>Pilihan |
| <b>Nama Matakuliah</b>             | Sistem Keuangan Islam<br><i>Islamic Financial System</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                       |                                                                   |                          |
| <b>Silabus Ringkas</b>             | Mata kuliah ini memberikan pengenalan secara komprehensif mengenai dasar-dasar teori dan latar belakang yang menyebabkan lahirnya sistem keuangan Islami serta dinamika praktik keuangan Islami yang berkembang di dunia saat ini.<br><i>This course offers comprehensive understanding about the fundamental principles underlying modern Islamic finance and the rationale behind the development of Islamic finance and also current Islamic finance practices.</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                       |                                                                   |                          |
| <b>Silabus Lengkap</b>             | Mata kuliah ini memberikan pemahaman mengenai konteks keuangan Islam sebagai bagian yang tidak terpisahkan dari adanya konsep sistem ekonomi Islam. Mahasiswa akan dibekali dengan pengetahuan mengenai dasar-dasar hukum Islam dari Al Qur'an dan Al Hadist serta pendapat-pendapat para ulama yang melatar belakangi lahirnya sistem keuangan syariah yang berkembang saat ini. Mata kuliah ini juga memberikan pengetahuan akad-akad/kontrak yang digunakan dalam instrument-instrumen keuangan Islam saat ini, baik di perbankan Islam, Asuransi Islam maupun pasar modal Islam/sukuk sebagai pengganti sistem bunga yang dianggap bagian dari sistem ribawi.<br>Mata kuliah ini memberikan pengenalan tentang industri keuangan Islam (perbankan, asuransi, pasar modal, lembaga keuangan selain perbankan) serta regulasi industri keuangan Islam.<br><i>This course provides an understanding of the context of Islamic finance as an integral part of the concept of an Islamic economic system. Students will be equipped with knowledge on the basics of Islamic law from the Koran and Al Hadith and the opinions of the scholars as the background of the emergence of the Islamic financial system developed at this time. This course also provides knowledge about financial contracts that used as a financial instrument today in the area of Islamic banking, Islamic insurance and Islamic capital markets/sukuk as a substitute for the interest system which is usury. This course provides an introduction to the Islamic finance industry (banking, insurance, capital markets, financial institutions other than banks) as well as the regulation of Islamic finance industry.</i> |                       |                                                                   |                          |
| <b>Luaran (Outcomes)</b>           | <ol style="list-style-type: none"> <li>Memahami latar belakang berkembangnya sistem keuangan Islam</li> <li>Memahami perbedaan antaran sistem keuangan Islam dengan sistem keuangan konvensional</li> <li>Memahami prinsip-prinsip dasar dalam sistem keuangan Islam</li> <li>Mengetahui akad-akad yang digunakan dalam instrument-instrumen keuangan Islam</li> <li>Mengetahui praktek keuangan Islam dalam industri keuangan global</li> <li>Mengetahui perkembangan industri keuangan Islam terkini serta regulasi yang mengaturnya</li> <li>Mengetahui isu-isu dalam sistem keuangan Islam</li> </ol>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                       |                                                                   |                          |
| <b>Matakuliah Terkait</b>          | -                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | -                     | -                                                                 | -                        |
| <b>Kegiatan Penunjang</b>          | Kunjungan ke salah satu lembaga Keuangan Islami                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                       |                                                                   |                          |
| <b>Pustaka</b>                     | Muhammad Ayub, Understanding Islamic Finance, John Wiley & Sons Ltd, 2007 (Pustaka Utama)<br>Zamir Iqbal & Abbas Mirakhor, An Introduction to Islamic Finance: Theory and Practice, John Wiley & Sons Ltd, 2007 (Pustaka Utama)<br>QFinance, Islamic Finance: Instruments and Market, Bloomsbury Information, 2010 (Pustaka Utama)<br>El Gamal, Islamic Finance: Law Economics and Practice, Cambridge University Press, 2006 (Pustaka Alaternatif)<br>Zafar Iqbal & Mervyn K. Lewis, An Islamic Perspective of Governance, Edward Elgar Publishing Ltd, 2009 (Pustaka Tambahan)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                       |                                                                   |                          |
| <b>Panduan Penilaian</b>           | Presentasi Paper (40%) , Presentasi Kasus (30%), Tugas Individu (20%) dan partisipasi kelas (10%)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                       |                                                                   |                          |
| <b>Catatan Tambahan</b>            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                       |                                                                   |                          |

| Mg# | Topik                     | Sub Topik                                                                                                                                                                                                          | Capaian Mahasiswa Belajar                                                                                                                                                                    | Sumber Materi                                             |
|-----|---------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------|
| 1   | Pengenalan keuangan Islam | <ul style="list-style-type: none"> <li>Latar belakang lahirnya keuangan Islam</li> <li>Perbedaan konsep ekonomi Islam dan ekonomi kontemporer</li> <li>Sistem keuangan Islam dalam konsep ekonomi Islam</li> </ul> | <ul style="list-style-type: none"> <li>Memahami alasan lahirnya sistem keuangan islam</li> <li>Mengetahui perbedaan mendasar prinsip-prinsip ekonomi Islam Vs ekonomi kontemporer</li> </ul> | Muhammad Ayub, Understanding Islamic Finance: Bab 1 dan 2 |

**Bidang Akademik dan Kemahasiswaan ITB**

**Kur2013-Program Studi  
Magister Sains Manajemen**

**Halaman 79 dari 100**

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 Dokumen ini adalah milik Program Studi Magister Sains Manajemen ITB.  
 Dilarang untuk me-reproduksi dokumen ini tanpa diketahui oleh Dirdik-ITB dan SBM-ITB.

|    |                                                         |                                                                                                                                                                                                                              |                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                      |
|----|---------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 2  | Sejarah perkembangan keuangan Islam                     | <ul style="list-style-type: none"> <li>- Perkembangan keuangan Islam di dunia</li> <li>- Perkembangan keuangan Islam di Indonesia</li> <li>- Perkembangan keuangan Islam terkini</li> </ul>                                  | <ul style="list-style-type: none"> <li>- Mengetahui kondisi terkini perkembangan keuangan Islam</li> </ul>                                                                                                                                 | Aliludin 1990, Antonio 2001, Rivai 2007, www.bi.go.id                                                                                                                                                                                |
| 3  | Filosofi dan prinsip dasar keuangan Islam               | <ul style="list-style-type: none"> <li>- Dasar-dasar hukum (Al Qur'an dan Al Hadist) dalam keuangan Islam</li> <li>- Konsep Riba, Maysir, Gharar</li> </ul>                                                                  | <ul style="list-style-type: none"> <li>- Mengetahui sejarah keuangan Islam</li> <li>- Memahami dasar-dasar hukum yang membentuk sistem keuangan Islam</li> <li>- Memahami perbedaan keuangan Islam dengan keuangan konvensional</li> </ul> | <p>Muhammad Ayub, Introduction Islamic Finance: Bab 4</p> <p>Zamir Iqbal &amp; Abbas Mirakhor, An Understanding to Islamic Finance: Theory and Practice: Bab 3</p>                                                                   |
| 4  | Akad dan Transaksi Bisnis dalam Hukum Islam             | <ul style="list-style-type: none"> <li>- Komponen akad dalam Islam</li> <li>- Prinsip-prinsip muamalah</li> <li>- Tipe-tipe kontrak</li> </ul>                                                                               | <ul style="list-style-type: none"> <li>- Memahami rukun dan syarat sahnya akad dalam transaksi keuangan Islam</li> </ul>                                                                                                                   | Muhammad Ayub, Understanding Islamic Finance: Bab 5                                                                                                                                                                                  |
| 5  | Konsep Jual Beli dan Hutang Piutang dalam Islam         | <ul style="list-style-type: none"> <li>- Rukun dan syarat jual beli</li> <li>- Jenis-jenis jual beli dan hutang piutang dalam Islam</li> <li>- Jenis-jenis jual beli dan hutang piutang yang dilarang dalam Islam</li> </ul> | <ul style="list-style-type: none"> <li>- Mengetahui jual beli dan hutang piutang yang diperbolehkan dan dilarang dalam keuangan Islam</li> </ul>                                                                                           | Muhammad Ayub, Understanding Islamic Finance: Bab 6 dan 7                                                                                                                                                                            |
| 6  | Murabahah dan Musawamah                                 | <ul style="list-style-type: none"> <li>- Syarat berlakunya murabahah</li> <li>- Struktur murabahah</li> <li>- Isu-isu murabahah</li> <li>- Musawamah sebagai mode pembiayaan</li> </ul>                                      | <ul style="list-style-type: none"> <li>- Mengetahui operasionalisasi murabahah dan musawamah dalam keuangan Islam</li> </ul>                                                                                                               | Muhammad Ayub, Understanding Islamic Finance: Bab 9                                                                                                                                                                                  |
| 7  | Salam dan Istisna'                                      | <ul style="list-style-type: none"> <li>- Fitur-fitur dalam akad salam dan Istisna'</li> <li>- Aplikasi akad salam dan Istisna' dalam keuangan Islam</li> </ul>                                                               | <ul style="list-style-type: none"> <li>- Mengetahui operasionalisasi salam dan istisna' dalam keuangan Islam</li> </ul>                                                                                                                    | Muhammad Ayub, Understanding Islamic Finance: Bab 10                                                                                                                                                                                 |
| 8  | UTS                                                     |                                                                                                                                                                                                                              |                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                      |
| 9  | Ijarah                                                  | <ul style="list-style-type: none"> <li>- Fitur-fitur dalam akad ijarah</li> <li>- Aplikasi ijarah dalam keuangan Islam</li> </ul>                                                                                            | <ul style="list-style-type: none"> <li>- Mengetahui operasionalisasi ijarah dalam keuangan Islam</li> </ul>                                                                                                                                | Muhammad Ayub, Understanding Islamic Finance: Bab 11                                                                                                                                                                                 |
| 10 | Mudharabah dan Musyarakah                               | <ul style="list-style-type: none"> <li>- Fitur-fitur dalam akad mudharabah dan musyarakah</li> <li>- Aplikasi akad mudharabah dan musyarakah dalam keuangan Islam</li> </ul>                                                 | <ul style="list-style-type: none"> <li>- Mengetahui operasionalisasi mudharabah dan musyarakah dalam keuangan Islam</li> </ul>                                                                                                             | Muhammad Ayub, Understanding Islamic Finance: Bab 12                                                                                                                                                                                 |
| 11 | Perbankan Islami                                        | <ul style="list-style-type: none"> <li>- Sejarah singkat perbankan Islami</li> <li>- Praktek perbankan Islami</li> <li>- Produk-produk perbankan Islami</li> <li>- Isu-isu terkini perbankan Islami</li> </ul>               | <ul style="list-style-type: none"> <li>- Memahami latar belakang lahirnya perbankan Islami</li> <li>- Memahami pola operasional perbankan Islami</li> </ul>                                                                                | QFinance, Islamic Finance: Instruments and Market: Bab 3                                                                                                                                                                             |
| 12 | Pasar Modal Islami                                      | <ul style="list-style-type: none"> <li>- Praktek pasar modal Islami</li> <li>- Produk-produk pasar modal Islami (JKII, sukuk, reksadana syariah)</li> </ul>                                                                  | <ul style="list-style-type: none"> <li>- Mengetahui instrumen-instrumen keuangan yang digunakan dalam pasar modal Islami</li> </ul>                                                                                                        | <p>Muhammad Ayub, Understanding Islamic Finance: Bab 15</p> <p>QFinance, Islamic Finance: Instruments and Market: Bab 4</p> <p>Zamir Iqbal &amp; Abbas Mirakhor, An Understanding to Islamic Finance: Theory and Practice: Bab 7</p> |
| 13 | Asuransi Islami dan Lembaga keuangan Islami selain Bank | <ul style="list-style-type: none"> <li>- Praktek asuransi Islami</li> <li>- Praktek lembaga keuangan mikro Islami</li> </ul>                                                                                                 | <ul style="list-style-type: none"> <li>- Mengetahui instrumen-instrumen keuangan yang digunakan dalam Asuransi dan Lembaga Keuangan Islami selain bank</li> </ul>                                                                          | <p>Muhammad Ayub, Understanding Islamic Finance: Bab 11</p> <p>QFinance, Islamic Finance: Instruments and Market: Bab 16</p>                                                                                                         |
| 14 | Manajemen Risiko                                        | <ul style="list-style-type: none"> <li>- Praktek manajemen risiko dalam</li> </ul>                                                                                                                                           | <ul style="list-style-type: none"> <li>- Mengetahui aplikasi</li> </ul>                                                                                                                                                                    | Zamir Iqbal & Abbas Mirakhor, An                                                                                                                                                                                                     |



|    |                                        |                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                     |                                                                                                                                                                           |
|----|----------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|    | dalam keuangan Islami                  | lembaga keuangan Islami                                                                                                                                                                                                                 | manajemen risiko dalam sistem keuangan Islami                                                                                                                                                                                       | Understanding to Islamic Finance: Theory and Practice: Bab 10                                                                                                             |
| 15 | Regulasi dan Tantangan Keuangan Islami | <ul style="list-style-type: none"> <li>- Peraturan-peraturan baik nasional maupun internasional yang mengatur sistem keuangan Islami</li> <li>- Mengetahui tantangan yang dihadapi dalam perkembangan sistem keuangan Islami</li> </ul> | <ul style="list-style-type: none"> <li>- Mengetahui aturan-aturan dan standar internasional yang mendukung perkembangan keuangan Islami</li> <li>- Mengetahui tantangan yang dihadapi dalam pengembangan keuangan Islami</li> </ul> | <p>QFinance, Islamic Finance: Instruments and Market: Bab 5</p> <p>Zamir Iqbal &amp; Abbas Mirakhor, An Understanding to Islamic Finance: Theory and Practice: Bab 11</p> |
| 16 | UAS                                    |                                                                                                                                                                                                                                         |                                                                                                                                                                                                                                     |                                                                                                                                                                           |

## 29. Derivatif (MB6062)

|                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                            |                                                                  |                          |
|------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------|------------------------------------------------------------------|--------------------------|
| <b>Kode Matakuliah:</b><br>MB 6062 | <b>Bobot sks:</b><br>3 SKS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | <b>Semester:</b><br>Ganjil | <b>KK / Unit Penanggung Jawab:</b><br>Risiko Bisnis dan Keuangan | <b>Sifat:</b><br>Pilihan |
| <b>Nama Matakuliah</b>             | Derivatif                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                            |                                                                  |                          |
|                                    | <i>Derivative</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                            |                                                                  |                          |
| <b>Silabus Ringkas</b>             | Kuliah ini didesain untuk membekali mahasiswa dengan prinsip dasar dalam derivatif keuangan. Kuliah ini meliputi pembahasan-pembahasan mengenai penentuan harga dan metode lindung nilai dengan menggunakan derivatif.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                            |                                                                  |                          |
|                                    | <i>This course is designed to provide students with basic principles of fixed income. The course comprises two parts: the pricing and hedging of derivatives.</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                            |                                                                  |                          |
| <b>Silabus Lengkap</b>             | <p>Dalam perspektif penentuan nilai derivatif, pendekatan pembahasan akan dimulai dengan argumen bahwa dimungkinkan adanya kegiatan arbitrase terkait dengan replikasi portofolio yang dibiayai sendiri. Pembahasan mengenai instrument-instrumen, baik yang diperdagangkan maupun tidak, seperti saham, obligasi, suku bunga, dan nilai tukar mata uang sebagai aset dasar sebuah derivatif. Kuliah ini juga membahas strategi lindung nilai seperti <i>delta hedging</i> untuk menghilangkan atau mengurangi paparan risiko derivatif. Teknik numerik dan komputasi harga derivatif juga akan diberikan selama perkuliahan.</p> <p><i>In view of pricing derivative, we approach the problem from no-arbitrage arguments in a corresponding replicating self-financing portfolio. We discuss tradable and non-tradable instruments such as stocks, bonds, interest rate and currency as the underlying instruments of derivatives. The course also covers hedging strategy, such as delta hedging, to eliminate or reduce risk exposure of derivatives. Numerical techniques and the computation of the derivative prices are also discussed throughout the course.</i></p> |                            |                                                                  |                          |
| <b>Luaran (Outcomes)</b>           | <ul style="list-style-type: none"> <li>• Mahasiswa memahami prinsip dasar pemodelan derivatif keuangan.</li> <li>• Mempertajam kemampuan analitis dalam memformulasikan persoalan keuangan.</li> <li>• Memperkenalkan metode analisis kuantitatif dan metode komputasi untuk memecahkan persoalan dalam keuangan.</li> <li>• Menyiapkan mahasiswa untuk melakukan riset dalam bidang keuangan secara umum.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                            |                                                                  |                          |
| <b>Matakuliah Terkait</b>          | Teori Investasi dan Portofolio                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Prasyarat                  |                                                                  |                          |
|                                    | -                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | -                          |                                                                  |                          |
| <b>Kegiatan Penunjang</b>          | <ul style="list-style-type: none"> <li>• Perkuliahan</li> <li>• Diskusi dan Presentasi</li> <li>• Tugas</li> <li>• Tugas Makalah</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                            |                                                                  |                          |
| <b>Pustaka</b>                     | <p>13.(DL) D. Luenberger, Investment Science, Oxford University Press, 1998.</p> <p>14.(JH) J. Hull, Options, Futures, and other Derivatives 4th edition, Prentice Hall, 2000</p> <p>15.(CLM) J. Y. Campbell, A. W. Lo, A. C. MacKinlay, The Econometrics of Financial Markets, Princeton University Press, 1997.</p> <p>16.(TB) T. Bjork. Arbitrage Theory in Continuous Time</p> <p>17.(W) Wilmott, et al. Option Pricing: Mathematical Models and Computation, 1994</p> <p>18.(TM) T. Bielecki and M. Rutkowski, Credit Risk: Modeling, Valuation and Hedging, Springer, 2002</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                            |                                                                  |                          |
| <b>Panduan Penilaian</b>           | 13. Ujian Tengah Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | (30%)                      |                                                                  |                          |
|                                    | 14. Ujian Akhir Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | (30%)                      |                                                                  |                          |
|                                    | 15. Kuis dan Tugas                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | (20%)                      |                                                                  |                          |
|                                    | 16. Proyek Akhir                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | (20%)                      |                                                                  |                          |
| <b>Catatan Tambahan</b>            | -                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                            |                                                                  |                          |

| Mg#                                                                                                                                                                                                                                           | Topik     | Sub Topik                                                                                         | Capaian Belajar Mahasiswa                                                                                                                 | Sumber Materi              |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|---------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------|----------------------------|
| 1                                                                                                                                                                                                                                             | Pengantar | <ul style="list-style-type: none"> <li>• Pembukaan dan penjelasan mengenai perkuliahan</li> </ul> | Mengetahui berbagai jenis produk derivatif yang umum digunakan, yaitu <i>forward</i> , <i>futures</i> , <i>swap</i> , dan <i>option</i> . | JH (Bab 1)                 |
| <b>Bidang Akademik dan Kemahasiswaan ITB</b>                                                                                                                                                                                                  |           |                                                                                                   | <b>Kur2013-Program Studi Magister Sains Manajemen</b>                                                                                     | <b>Halaman 81 dari 100</b> |
| <p>Template Dokumen ini adalah milik Direktorat Pendidikan - ITB</p> <p>Dokumen ini adalah milik Program Studi Magister Sains Manajemen ITB.</p> <p>Dilarang untuk me-reproduksi dokumen ini tanpa diketahui oleh Dirdik-ITB dan SBM-ITB.</p> |           |                                                                                                   |                                                                                                                                           |                            |

|    |                                              |                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                     |                                           |
|----|----------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------|
|    |                                              | <ul style="list-style-type: none"> <li>• Kontrak <i>Forward</i> dan <i>Futures</i></li> <li>• Nilai dari kontrak <i>Forward</i> dan <i>Futures</i></li> <li>• <i>Options</i> dan derivatif lain</li> </ul>                                                                                                                                                                             |                                                                                                                                                                                     |                                           |
| 2  | Model Binomial                               | <ul style="list-style-type: none"> <li>• Model satu periode</li> <li>• Model multi periode</li> </ul>                                                                                                                                                                                                                                                                                  | Memahami model binomial satu periode maupun multi periode.                                                                                                                          | TB (Bab 2)                                |
| 3  | Model Satu Periode                           | <ul style="list-style-type: none"> <li>• Konsep model satu periode</li> <li>• Ketidadaan arbitrase</li> <li>• Pengukuran <i>martingale</i></li> <li>• Penentuan harga <i>martingale</i></li> <li>• <i>Completeness</i></li> <li>• Faktor diskonto stokastik</li> </ul>                                                                                                                 | Memahami secara mendalam model satu periode yang meliputi ketidadaan arbitrase, pengukuran <i>martingale</i> , penentuan harga <i>martingale</i> , serta factor diskonto stokastik. | TB (Bab 3)                                |
| 4  | Kalkulus Stokastik dan Persamaan Diferensial | <ul style="list-style-type: none"> <li>• <i>Brownian Motion</i></li> <li>• Integral stokastik</li> <li>• Persamaan diferensial stokastik</li> <li>• Persamaan Ito</li> </ul>                                                                                                                                                                                                           | Memahami konsep <i>Brownian motion</i> , integral stokastik, persamaan diferensial stokastik dan persamaan Ito.                                                                     | TB (Bab 4)<br>TB (Bab 5)                  |
| 5  | Portofolio Dinamis                           | <ul style="list-style-type: none"> <li>• Portofolio dengan pembiayaan sendiri</li> <li>• Aset dengan dividen</li> </ul>                                                                                                                                                                                                                                                                | Memahami portofolio dengan pembiayaan sendiri dan aset yang memiliki arus kas dividen.                                                                                              | TB (Bab 6)                                |
| 6  | <i>Arbitrage Pricing</i>                     | <ul style="list-style-type: none"> <li>• <i>Contingent Claims and Arbitrage</i></li> <li>• <i>Risk Neutral Valuation</i></li> <li>• Persamaan Black-Scholes</li> <li>• <i>Options</i> dan <i>Futures</i></li> </ul>                                                                                                                                                                    | Memahami konsep-konsep yang terkait dengan penentuan harga arbitrase.                                                                                                               | TB (Bab 7)                                |
| 7  | <i>Completeness</i> dan Lindung Nilai        | <ul style="list-style-type: none"> <li>• <i>Completeness in the Black-Scholes Model</i></li> <li>• <i>Absence of Arbitrage</i></li> <li>• <i>Parity Relations</i></li> <li>• <i>The Greeks</i></li> <li>• Lindung nilai Delta dan Gamma</li> <li>• <i>The Perfect and Mean-Variance Hedging</i></li> <li>• Lindung nilai optimum</li> <li>• Lindung nilai risiko non-linear</li> </ul> | Memahami konsep-konsep yang terkait dengan lindung nilai dengan menggunakan derivatif.                                                                                              | TB (Bab 21)<br>TB (Bab 22)<br>DL (Bab 10) |
| 8  | Ujian Tengah Semester                        |                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                     |                                           |
| 9  | <i>Option</i> Model Amerika                  | <ul style="list-style-type: none"> <li>• <i>Call Options</i> Amerika</li> <li>• <i>Put Options</i> Amerika</li> <li>• <i>Optimal Stopping Formulation</i></li> <li>• <i>Free-Boundary Problem</i></li> </ul>                                                                                                                                                                           | Memahami model <i>option</i> Amerika.                                                                                                                                               |                                           |
| 10 | Derivatif Nilai Tukar Mata Uang              | <ul style="list-style-type: none"> <li>• <i>Pure Currency Contracts</i></li> <li>• Pasar ekuitas domestik dan internasional</li> <li>• Nilai pasar risiko domestik dan internasional</li> </ul>                                                                                                                                                                                        | Memahami penggunaan dan konsep dasar yang melatarbelakangi derivatif nilai tukar mata uang.                                                                                         | JH (Bab 9)                                |
| 11 | Derivatif Suku Bunga                         | <ul style="list-style-type: none"> <li>• <i>Dynamics of T-Bonds</i></li> <li>• Nilai pasar risiko</li> <li>• Persamaan struktur suku bunga</li> <li>• <i>Matching the Term</i></li> </ul>                                                                                                                                                                                              | Memahami penggunaan dan konsep dasar yang melatarbelakangi derivatif suku bunga.                                                                                                    | TB (Bab 21)<br>TB (Bab 22)                |

|    |                                                    |                                                                                                                                                                                                                                     |                                                                                                                                                                               |                           |
|----|----------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------|
|    |                                                    | <i>Structure</i>                                                                                                                                                                                                                    |                                                                                                                                                                               |                           |
| 12 | Derivatif Risiko Kredit                            | <ul style="list-style-type: none"> <li>• <i>Notion of Default Time</i></li> <li>• <i>Defaultable Bond</i></li> <li>• Kerugian portofolio</li> <li>• Credit Default Swap</li> <li>• <i>Collateralized Debt Obligation</i></li> </ul> | Memahami penggunaan dan konsep dasar yang melatarbelakangi derivatif risiko kredit.                                                                                           | BR (Bab 8)                |
| 13 | Metode <i>Finite Difference</i>                    | <ul style="list-style-type: none"> <li>• <i>Boundary Value Problems of Option Pricing</i></li> <li>• <i>Free-Boundary Value Problems for Pricing American Option</i></li> </ul>                                                     | Memahami metode <i>finite difference</i> yang meliputi <i>Boundary Value Problems of Option Pricing</i> dan <i>Free-Boundary Value Problems for Pricing American Option</i> . | JH (Bab 18)<br>W (Bab 17) |
| 14 | Kesimpulan dan Diskusi terkait dengan Proyek Akhir | <ul style="list-style-type: none"> <li>• Kesimpulan menyeluruh</li> </ul>                                                                                                                                                           |                                                                                                                                                                               | -                         |
| 15 | Presentasi Proyek Akhir                            |                                                                                                                                                                                                                                     |                                                                                                                                                                               |                           |
| 16 | Ujian Akhir Semester                               |                                                                                                                                                                                                                                     |                                                                                                                                                                               |                           |

### 30. Komputasi Keuangan (MB6063)

|                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                           |                                                                  |                          |
|------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------|------------------------------------------------------------------|--------------------------|
| <b>Kode Matakuliah:</b><br>MB 7063 | <b>Bobot sks:</b><br>2 SKS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | <b>Semester:</b><br>Genap | <b>KK / Unit Penanggung Jawab:</b><br>Risiko Bisnis dan Keuangan | <b>Sifat:</b><br>Pilihan |
| <b>Nama Matakuliah</b>             | Komputasi Keuangan                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                           |                                                                  |                          |
|                                    | <i>Computational Finance</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                           |                                                                  |                          |
| <b>Silabus Ringkas</b>             | Kuliah ini didesain untuk membekali mahasiswa dengan komputasi keuangan. Kuliah ini meliputi pembahasan-pembahasan teori komputasi numerik yang banyak dipakai dikuliah matematika keuangan dalam penilaian harga suatu produk financial dimana tidak adanya pricing formula eksplisit.<br><i>This course is designed to provide students with basic principles of computational finance that will be found to be useful in pricing financial products numerically when there is no closed form formulae.</i>                                                                                                                                                                                                                                                                    |                           |                                                                  |                          |
| <b>Silabus Lengkap</b>             | Dalam rangka membekali mahasiswa dengan basis teori komputasi keuangan, kuliah ini bertujuan untuk mengintegrasikan teori komputasi numerik untuk menyelesaikan masalah keuangan kuantitatif (matematika keuangan). Teori yang diajarkan pada kuliah ini bermanfaat untuk memberikan pendalaman dan pemahaman tentang komputasi keuangan.<br><i>To provide educational basis for insurance, the objective of this course is to integrate numerical methods into a full mathematical finance theory and to provide wide variety of constructs that are then possible to solve basic models of option pricing in mathematical finance. The computational model that is developed in this course will be proved to be useful and have deep insights about computational finance</i> |                           |                                                                  |                          |
| <b>Luaran (Outcomes)</b>           | <ul style="list-style-type: none"> <li>• Mahasiswa memahami prinsip dasar dalam komputasi numerik</li> <li>• Mempertajam kemampuan analitis dalam memformulasikan persoalan komputasi keuangan.</li> <li>• Memperkenalkan metode analisis kuantitatif dan metode komputasi untuk memecahkan persoalan matematika keuangan.</li> <li>• Menyiapkan mahasiswa untuk melakukan riset dalam bidang komputasi keuangan secara umum.</li> </ul>                                                                                                                                                                                                                                                                                                                                         |                           |                                                                  |                          |
| <b>Matakuliah Terkait</b>          | Dasar-dasar Matematika Keuangan                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | Prasyarat                 |                                                                  |                          |
|                                    | Pemodelan dalam Manajemen Keuangan                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | Prasyarat                 |                                                                  |                          |
| <b>Kegiatan Penunjang</b>          | <ul style="list-style-type: none"> <li>• Perkuliahan</li> <li>• Diskusi dan Presentasi</li> <li>• Tugas</li> <li>• Tugas Makalah</li> <li>•</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                           |                                                                  |                          |
| <b>Pustaka</b>                     | 19. (WDH)P. Wilmott, J. Dewynne, S. Howison, Option Pricing: Mathematical Models and Computation, Oxford University Press, 1993.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                           |                                                                  |                          |
|                                    | 17. Ujian Tengah Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | (30%)                     |                                                                  |                          |
|                                    | 18. Ujian Akhir Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | (30%)                     |                                                                  |                          |
|                                    | 19. Kuis dan Tugas                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               | (20%)                     |                                                                  |                          |
|                                    | 20. Proyek Akhir                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | (20%)                     |                                                                  |                          |
|                                    | -                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                           |                                                                  |                          |
| <b>Panduan Penilaian</b>           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                           |                                                                  |                          |
| <b>Catatan Tambahan</b>            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                           |                                                                  |                          |

| Mg# | Topik                         | Sub Topik                                                                                                  | Capaian Belajar Mahasiswa                                                                | Sumber Materi |
|-----|-------------------------------|------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------|---------------|
| 1   | Persamaan Diferensial Parsial | <ul style="list-style-type: none"> <li>• Persamaan linier orde satu</li> <li>• Persamaan difusi</li> </ul> | Mahasiswa dapat mengetahui dasar-dasar persamaan diferensial parsial yang banyak dipakai | WDH (Bab 4)   |

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|    |                                                                     |                                                                                                                                                                                                                                  |                                                                                                                                                                     |                      |
|----|---------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------|
|    |                                                                     | <ul style="list-style-type: none"> <li>Sifat-sifat dasar persamaan difusi</li> <li>Kondisi sarat awal dan batas</li> <li></li> </ul>                                                                                             | dalam penilaian produk-produk financial.                                                                                                                            |                      |
| 2  | Solusi Eksplisit Persamaan Difusi pada domain tetap                 | <ul style="list-style-type: none"> <li>Solusi yang similar</li> <li>Persoalan nilai awal</li> <li>Solusi eksplisit persamaan Black-Scholes</li> </ul>                                                                            | Mahasiswa dapat mengenal solusi persamaan difusi yang similar serta persoalan nilai awal dan aplikasinya untuk menyelesaikan persamaan option pricing Black-Scholes | WDH (Bab 5)          |
| 3  | American Option sebagai Persoalan Tanpa Nilai Batas                 | <ul style="list-style-type: none"> <li>Persoalan tanpa nilaibatas</li> <li>American put option</li> <li>American call dengan dividend</li> <li>Analisis American call</li> </ul>                                                 | Mahasiswa dapat memahami American option (call dan put) sebagai persoalan nilai tanpa batas, serta pengaruh dividend terhadap early exercise                        | WDH (Bab 6)          |
| 4  | American Options Sebagai Ketidaksamaan Variational                  | <ul style="list-style-type: none"> <li>Ketidaksamaan variasional dan persoalan tanpa batas</li> <li>Ketidaksamaan variasional untuk American call option</li> <li>Ketidaksamaan variasional untuk American put option</li> </ul> | Mahasiswa diharapkan dapat memahami ketidaksamaan variational yang muncul dalam penilaian American call dan put option                                              | WDH (Bab 7)          |
| 5  | Dividend dan Parameter fungsi waktu                                 | <ul style="list-style-type: none"> <li>Dividends dalam model Black-Scholes</li> <li>Jump condition buat pembayaran dividend diskrit</li> <li>Generalisasi dengan formula eksplisit</li> </ul>                                    | Mahasiswa diharapkan dapat menguasai konsep pembayaran dividend dan parameter fungsi waktu yang muncul dalam model Black-Scholes                                    | WDH (Bab8)           |
| 6  | Option-option Eksotik                                               | <ul style="list-style-type: none"> <li>Eksotic dan path-dependent option: Asian Option, Barrier Option, Lookback Option</li> <li>Kerangka penyatuan</li> </ul>                                                                   | Mahasiswa dapat memahami bermacam jenis option eksotik dan kerangka formulasi yang terpadu                                                                          | WDH (Bab9)           |
| 7  | Presentasi Makalah                                                  |                                                                                                                                                                                                                                  |                                                                                                                                                                     |                      |
| 8  | Ujian Tengah Semester                                               |                                                                                                                                                                                                                                  |                                                                                                                                                                     |                      |
| 9  | Option dengan Transaction Cost                                      | <ul style="list-style-type: none"> <li>Hedging diskrit</li> <li>Portofolio options</li> </ul>                                                                                                                                    | Mahasiswa diharapkan dapat memahami perhitungan options dengan transaction costs serta portofolio options                                                           | WDH (Bab13)          |
| 10 | Produk Derivative Suku Bunga                                        | <ul style="list-style-type: none"> <li>Persamaan diferensial penilaian harga obligasi</li> <li>Solusi dari persamaan differential harga obligasi</li> </ul>                                                                      | Mahasiswa dapat memahami persamaan differential harga obligasi serta solusi eksplisit untuk kasus-kasus tertentu.                                                   | WDH (Bab 14)         |
| 11 | Obligasi Konversi                                                   | <ul style="list-style-type: none"> <li>Sifat-sifat dari obligasi konversi call dan put</li> <li>Obligasi konversi dengan suku bunga stokastik</li> </ul>                                                                         | Mahasiswa dapat memahami sifat-sifat dari obligasi konversi dengan auat tanpa suku bunga stokastik                                                                  | WDH (Bab15)          |
| 12 | Aproksimasi Persamaan Diferensial Parsial dengan metoda beda hingga | <ul style="list-style-type: none"> <li>Beda hingga sederhana</li> <li>Beda hingga untuk derivative orde dua.</li> <li>Metoda eksplisit</li> <li>Metode implicit</li> <li>Stensil untuk beda hingga</li> </ul>                    | Mahasiswa dapat memahami metoda aproksimasi persamaan differential parsial dengan memakai metoda bedahingga, baik dengan memakai metoda eksplisit maupun implicit.  | WDH (Bab 17, 18,19 ) |

|    |                                                |                                                                                                                                                       |                                                                                                                    |              |
|----|------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------|--------------|
| 13 | Metoda Untuk Persoalan Tanpa Nilai Batas       | <ul style="list-style-type: none"> <li>• Metoda PSOR</li> <li>• Metoda Brennan-Schwartz</li> </ul>                                                    | Mahasiswa dapat memahami metoda numerik PSOR dan Brennan-Schwartz untuk menyelesaikan persoalan tanpa nilai batas. | WDH (Bab 20) |
| 14 | Metoda Komputasi Numerik Untuk American Option | <ul style="list-style-type: none"> <li>• Formulasi persamaan beda hingga</li> <li>• Solusi persamaan beda hingga</li> <li>• Contoh numerik</li> </ul> | Mahasiswa dapat memahami metode komputasi numerik buat menyelesaikan penilaian harga American put option           | WDH (Bab 21) |
| 15 | Presentasi Proyek Akhir                        |                                                                                                                                                       |                                                                                                                    |              |
| 16 | Ujian Akhir Semester                           |                                                                                                                                                       |                                                                                                                    |              |

### 31. Perilaku Keuangan (MB6064)

|                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                          |                                                                         |                                        |
|-----------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|-------------------------------------------------------------------------|----------------------------------------|
| <b>Kode Matakuliah:</b><br>MB6064 | <b>Bobot sks:</b><br>3 SKS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | <b>Semester:</b><br>I/II | <b>KK / Unit Penanggung Jawab:</b><br>Sub KK Business Risks and Finance | <b>Sifat:</b><br>Pilihan, MSM Keuangan |
| <b>Nama Matakuliah</b>            | Keperilakuan Keuangan                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                          |                                                                         |                                        |
|                                   | Behavioral Finance                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                          |                                                                         |                                        |
| <b>Silabus Ringkas</b>            | Behavioral Finance discuss the explanation both anomaly and well behaved market activities under the perspectives of non strict assumptions of agents' rationality. In the sense of that agents are not fully following the "homo-economicus", i.e making decision by actively optimizing his/her decision space. On contrary, behavioral finance approach acknowledge and observe persistent bias occurred when human made financial decision.                                                                                                                                                                                                                                                                                       |                          |                                                                         |                                        |
|                                   | Keperilakuan Keuangan mendiskusikan dan menjelaskan tentang kondisi anomalia dan asumsi tentang rasionalitas manusia. Dalam pengertian, memahami manusia bukan sebagai homo economicus, dimana selalu bertindak optimal dalam mengambil keputusan. Berlawanan dengan hal tersebut, pendekatan keperilakuan keuangan mengenali terjadinya kesalahan yang konsisten saat manusia mengambil keputusan.                                                                                                                                                                                                                                                                                                                                   |                          |                                                                         |                                        |
|                                   | <b>xvii.</b><br><b>xviii.</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                          |                                                                         |                                        |
| <b>Silabus Lengkap</b>            | ToTopik yang didiskusikan dalam kelas ini adalah bagaimana bias dalam pengambilan keputusan pada umumnya terjadi pada manusia. Konsep ini akan dibandingkan dengan konsep klasik yang bergantung pada asumsi rasionalitas manusia, perilaku data dan statistik yang standard. Dalam kelas ini dibahas bukti empiris anomali pasar dan bagaimana keperilakuan keuangan menjelaskan hal tersebut. Bukti empiris tersebut akan menggunakan konteks keuangan, seperti dinamika pasar, manajemen portofolio, serta keputusan keuangan perusahaan. Pada akhir kelas, mahasiswa diharapkan mampu mengidentifikasi peluang riset di bidang ini sesuai dengan konteks ke Indonesiaan.                                                          |                          |                                                                         |                                        |
|                                   | <b>xix.</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                          |                                                                         |                                        |
|                                   | Topics in this course will discuss how personal bias perspective influencing how human making decision. The concept will be compared and contrasted with the main concepts that are strongly rely on the assumptions on agent's rationality, the well behaved underlying statistical market statistics. Throughout the course, it will discuss the empirical evidence on the market anomaly and how behavior finance explained it. The empirical evidence will be related to the financial context of market dynamics, portfolio management, and the corporate finance decision. At the end, students are expected to identify the opportunities to discover research opportunities based on empirical evidence in Indonesia context. |                          |                                                                         |                                        |
| <b>Luaran (Outcomes)</b>          | Mahasiswa diharapkan untuk : <ul style="list-style-type: none"> <li>• Mengetahui teori utama yang mendukung pendekatan keperilakuan Keuangan</li> <li>• Memahami perbedaan konsep Keperilakuan Keuangan vs Pendekatan Klasik Ilmu Keuangan</li> <li>• Mengetahui metode statistik yang dibutuhkan untuk menganalisis keperilakuan keuangan</li> <li>• Mampu mengidentifikasi karakteristik dan properti dari bukti empiris keperilakuan keuangan</li> <li>• Mampu menulis karya tulis ilmiah bertema keperilakuan keuangan</li> </ul>                                                                                                                                                                                                 |                          |                                                                         |                                        |
| <b>Matakuliah Terkait</b>         | Pemodelan dalam Manajemen<br>Ekonomika Lanjut                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Prasyarat<br>Prasyarat   |                                                                         |                                        |
| <b>Kegiatan Penunjang</b>         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                          |                                                                         |                                        |
| <b>Pustaka</b>                    | 4. Thaler, R, ed. "Advanced Topics in Behavioral Finance Vol II", Princeton University Press, 2005 (TH) (Referensi Utama)<br>5. Shleifer, A., "Inefficient Markets", Clarendon Lectures in Economics, Oxford University Press, 2000 (SH) (Referensi Pendukung)<br>6. Baker, H.K., ed., Nofsinger, J.R., ed. "Behavioral Finance: Investors, Corporations, and Markets", Kolb Series in Finance, John Wiley & Sons, 2010 (BN) (Referensi Pendukung)                                                                                                                                                                                                                                                                                    |                          |                                                                         |                                        |
| <b>Panduan Penilaian</b>          | 9. Partisipasi Diskusi dan Tugas Rutin ( 20 %)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                          |                                                                         |                                        |

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|                         |                                   |
|-------------------------|-----------------------------------|
|                         | 10. Ujian Tengah Semester ( 20 %) |
|                         | 11. Ujian Akhir ( 20 %)           |
|                         | 12. Proyek Karya Tulis ( 40 %)    |
| <b>Catatan Tambahan</b> |                                   |

| Mg# | Topik                                   | Sub Topik                                                    | Capaian Belajar Mahasiswa                                                                                                                       | Sumber Materi                   |
|-----|-----------------------------------------|--------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------|
| 1   | Pengantar Keperilakuan Keuangan         | Keperilakuan Keuangan vs Teori-teori Klasik tentang Keuangan | Memahami apa yang menjadi ruang lingkup dan bahasan bidang Keperilakuan Keuangan dan perbedaan mendasarnya dengan teori kalsik tentang Keuangan | Syllabus<br>BN. Ch.1<br>BN. Ch1 |
| 2   | Efficient Market Hypothesis 1           | Teori EMH<br>Weak Form<br>Semi Strong<br>Strong Form         | Memahami teori Efficient Market Hypothesis beserta bukti empiris di berbagai pasar keuangan                                                     | SH. Ch1                         |
| 3   | Efficient Market Hypothesis 2 : Critics | Perilaku yang tidak rasional<br>Peluang Arbitrage            | Memahami rasional dari kritik terhadap teori EMH                                                                                                | RH. Ch 2.1                      |
| 4   | Teori Pengambilan Keputusan Keuangan 1  | Teori Expected Utility<br>Preferensi terhadap risiko         | Memahami model klasik pengambilan keputusan dalam Keuangan                                                                                      | RH. Ch. 2.2                     |
| 5   | Teori Pengambilan Keputusan Keuangan 2  | Teori Prospek                                                | Memahami Teori Prospek dan perbandingan dengan teori pengambilan keputusan keuangan klasik                                                      | RH. Ch.2.4                      |
| 6   | Asumsi Peluang Arbitrasi                | Bukti Empiris tentang asumsi peluang arbitrasi               | Memahami asumsi peluang arbitrasi dan konsekuensinya terhadap teori EMH, dan teori pengambilan keputusan klasik                                 | TH Ch.3                         |
| 7   | Diskusi Proposal Karya Tulis            | Diskusi Proposal Karya Tulis                                 | Trampil dalam menulis karya ilmiah dengan topik keperilakuan keuangan                                                                           |                                 |

**UJIAN TENGAH SEMESTER**

|    |                                                                |                                                                                    |                                                                                                                                                                 |                        |
|----|----------------------------------------------------------------|------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|
| 9  | Investor Behavior : Perorangan                                 | Perilaku Trading Investor Perorangan<br>Portfolio Investor Perorangan              | Memahami perilaku investor perorangan dalam melakukan transaksi saham dan bagaimana individual investor membangun portfolio                                     | NH CH. 28<br>NH Ch. 29 |
| 10 | Investor Behavior : Institusi                                  | Perilaku Trading Investor Institusi<br>Portfolio Investor Institusi                | Memahami perilaku investor institusi dalam melakukan transaksi saham dan bagaimana investor institusi membangun portfolio                                       | NH Ch. 31, 32          |
| 11 | Konsep Psikologi dan Bias dalam Pengambilan Keputusan Keuangan | Kepercayaan Diri Berlebih<br>Bias karena kemiripan Perhatian yang Terbatas         | Memahami bias dan perilaku tidak rasional dalam pengambilan keputusan keuangan                                                                                  | NH Ch. 13-15           |
| 12 | Stock Price Movement and Overreaction                          | Rasional Pergerakan harga<br>Pergerakan harga yang tidak rasional                  | Memahami dinamika pergerakan harga saham beserta penjelasan yang berbeda dari teori klasik keuangan                                                             | NH Ch.16-17            |
| 13 | Keperilakuan Keuangan Perusahaan 1                             | Pengambilan Keputusan Keuangan dalam Perusahaan<br>Keputusan Pembiayaan Perusahaan | Memahami keperilakuan keuangan yang terjadi dalam pengambilan keputusan keuangan dalam ruang lingkup perusahaan                                                 | NH Ch. 21              |
| 14 | Keperilakuan Keuangan Perusahaan 2                             | Faktor Waktu dan Struktur Modal<br>Teori Catering dalam Penentuan Dividen          | Memahami keperilakuan keuangan yang terjadi dalam pengambilan keputusan keuangan dalam ruang lingkup perusahaan menyangkut struktur modal dan penentuan dividen | TH Ch.17               |
| 15 | Presentasi Karya Tulis ilmiah                                  | Presentasi Karya tulis Ilmiah                                                      | Trampil dalam menulis karya ilmiah dengan topik keperilakuan keuangan                                                                                           |                        |

**UJIAN AKHIR**

|                                                                                                                                                                                                                                |                                                       |                            |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------|----------------------------|
| <b>Bidang Akademik dan Kemahasiswaan ITB</b>                                                                                                                                                                                   | <b>Kur2013-Program Studi Magister Sains Manajemen</b> | <b>Halaman 86 dari 100</b> |
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### 32. Matematika Keuangan tingkat Lanjut (MB6065)

|                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                           |                                                                  |                        |
|------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------|------------------------------------------------------------------|------------------------|
| <b>Kode Matakuliah:</b><br>MB 6065 | <b>Bobot sks:</b><br>3 SKS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  | <b>Semester:</b><br>Genap | <b>KK / Unit Penanggung Jawab:</b><br>Risiko Bisnis dan Keuangan | <b>Sifat:</b><br>Wajib |
| <b>Nama Matakuliah</b>             | Matematika Keuangan Lanjut                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                           |                                                                  |                        |
|                                    | <i>Advanced Mathematical Finance</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                           |                                                                  |                        |
| <b>Silabus Ringkas</b>             | Kuliah ini didesain untuk membekali mahasiswa dengan matematika keuangan tingkat lanjut                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                           |                                                                  |                        |
|                                    | <i>This course is designed to provide students with advanced knowledge of mathematical finance.</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                           |                                                                  |                        |
| <b>Silabus Lengkap</b>             | <p>Dalam rangka membekali mahasiswa dengan pengetahuan lanjut matematika keuangan, kuliah ini bertujuan untuk mengintegrasikan pengetahuan teori peluang dan stochastic process terapan tingkat intermediate kedalam konsep matematika keuangan. Teori yang diajarkan pada kuliah ini bermanfaat untuk memberikan pendalaman dan pemahaman tentang matematika keuangan.</p> <p><i>To provide advanced knowledge of mathematical finance, the objective of this course is to integrate theory of applied probability and stochastic process intosolving problems of mathematical finance that are not covered in the other course in the program.The theory developed in this course will be proved to be useful in later courses and have deep insights about mathematical finance.</i></p> |                           |                                                                  |                        |
| <b>Luaran (Outcomes)</b>           | <ul style="list-style-type: none"> <li>• Mahasiswa memahami prinsip-prinsip lanjut matematika keuangan</li> <li>• Memperkenalkan metode analisis kuantitatif untuk memecahkan persoalan matematika keuangan.</li> <li>• Menyiapkan mahasiswa untuk melakukan riset dalam bidang matematika keuangan secara umum.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                           |                                                                  |                        |
| <b>Matakuliah Terkait</b>          | Pemodelan dalam Manajemen Keuangan                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Prasyarat                 |                                                                  |                        |
| <b>Kegiatan Penunjang</b>          | <ul style="list-style-type: none"> <li>• Perkuliahan</li> <li>• Diskusi dan Presentasi</li> <li>• Tugas</li> <li>• Tugas Makalah</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                           |                                                                  |                        |
| <b>Pustaka</b>                     | 20.T. Bjork, Arbitrage Theory in Continuous Time, Oxford University Press, 2009<br>21. T. Bielecki and M. Rutkowski, Credit Risk: Modeling, Valuation and Hedging, 2002                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                           |                                                                  |                        |
| <b>Panduan Penilaian</b>           | 1. Ujian Tengah Semester (30%)<br>2. Ujian Akhir Semester (30%)<br>3. Kuis dan Tugas (20%)<br>4. Proyek Akhir (20%)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                           |                                                                  |                        |
| <b>Catatan Tambahan</b>            | -                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                           |                                                                  |                        |

| Mg# | Topik                                          | Sub Topik                                                                                                                                                                                                                                                   | Capaian Belajar Mahasiswa                                                                                                                    | Sumber Materi |
|-----|------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------|---------------|
| 1   | Pendekatan Martingale Untuk Teori Arbitrage    | <ul style="list-style-type: none"> <li>• Kasus suku bunga nol</li> <li>• Absensi dari peluang arbitrage</li> <li>• Kasus umum</li> <li>• Penilaian harga dengan pendekatan martingale</li> <li>• Stochastic discount factors</li> </ul>                     | Mahasiswa memahami pendekatan <i>martingale</i> terkait dengan teori arbitrase, seperti kasus suku bunga nol hingga faktor diskon stokastik. | TB (Bab 10)   |
| 2   | Aspek Matematika dari Teori Martingale         | <ul style="list-style-type: none"> <li>• Representasi integral stokastik</li> <li>• Teorema Girsanov</li> <li>• Balikan dari Teorema Girsanov</li> <li>• Transformasi Girsanov dan diferensial stokastik</li> <li>• Estimasi maksimum likelihood</li> </ul> | Memahami aspek matematika dalam konsep martingale seperti representasi integral stokastik dan lain sebagainya.                               | TB (Bab 11)   |
| 3   | Black-Scholes dari Perspektif Teori Martingale | <ul style="list-style-type: none"> <li>• Absence of Arbitrage</li> <li>• Pricing</li> <li>• Completeness</li> </ul>                                                                                                                                         | Memahami konsep formula Black-Scholes terkait dengan teori martingale.                                                                       | TB (Bab 12)   |
| 4   | Model Multidimensional: Pendekatan Klasik      | <ul style="list-style-type: none"> <li>• Pricing</li> <li>• Risk-Neutral Valuation</li> <li>• Reducing the State-Space</li> <li>• Hedging</li> </ul>                                                                                                        | Memahami model multidimensional dengan pendekatan klasik.                                                                                    | TB (Bab 13)   |

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|    |                                                 |                                                                                                                                                                                                                                                                                                                |                                                                    |                     |
|----|-------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------|---------------------|
| 5  | Multidimensional Models: Martingale Approach    | <ul style="list-style-type: none"> <li>• Absence of Arbitrage</li> <li>• Completeness</li> <li>• Hedging</li> <li>• Pricing</li> <li>• Markovian Models and PDE</li> <li>• Market Prices of Risk</li> <li>• Stochastic Discount Factor</li> </ul>                                                              | Memahami model multidimensional dengan pendekatan martingale.      | TB (Bab14)          |
| 6  | Incomplete Markets                              | <ul style="list-style-type: none"> <li>• A Scalar Nonpriced Underlying Asset</li> <li>• The Multidimensional Case</li> <li>• A Stochastic Short Rate</li> <li>• The Martingale Approach</li> </ul>                                                                                                             | Memahami konsep pasar yang tidak lengkap.                          | TB (Bab15)          |
| 7  | Presentasi Makalah                              |                                                                                                                                                                                                                                                                                                                |                                                                    |                     |
| 8  | Ujian Tengah Semester                           |                                                                                                                                                                                                                                                                                                                |                                                                    |                     |
| 9  | Stochastic Optimal Control                      | <ul style="list-style-type: none"> <li>• The Formal Problem</li> <li>• The Hamilton-Jacobi-Bellman Equation</li> <li>• Optimal Consumption and Investment</li> <li>• The Mutual Fund Theorem</li> </ul>                                                                                                        | Memahami penggunaan proses stokastik dalam control optimal.        | TB (Bab19)          |
| 10 | The Martingale Approach to Optimal Investment   | <ul style="list-style-type: none"> <li>• The Basic Idea</li> <li>• The Optimal terminal Wealth</li> <li>• The Optimal Portfolio</li> <li>• Power Utility</li> <li>• The Markovian Case</li> <li>• Log Utility</li> <li>• Exponential Utility</li> </ul>                                                        | Memahami pendekatan martingale untuk membentuk portofolio optimum. | TB (Bab 20)         |
| 11 | Change of Numeraire                             | <ul style="list-style-type: none"> <li>• Generalities</li> <li>• Changing the Numeraire</li> <li>• Forward Measures</li> <li>• A General Option Pricing Formula</li> <li>• The Hull-White Model</li> <li>• The General Gaussian Model</li> <li>• Caps and Floors</li> <li>• The Numeraire Portfolio</li> </ul> | Memahami konsep-konsep terkait dengan <i>Change of Numeraire</i> . | TB (Bab 26)         |
| 12 | Default Time                                    | <ul style="list-style-type: none"> <li>• First-Passage Time</li> <li>• Hazard Function of Default Time</li> <li>• Hazard Process of Default Time</li> <li>• Case of Several Default Times</li> </ul>                                                                                                           | Memahami konsep-konsep yang terkait dengan <i>default time</i> .   | BR (Bab 3, 4, 5, 7) |
| 13 | Intensity Based Valuation of Defaultable Claims | <ul style="list-style-type: none"> <li>• Defaultable Claims</li> <li>• Valuation via Hazard Process</li> <li>• Valuation via Martingale Approach</li> <li>• Hedging Defaultable</li> </ul>                                                                                                                     | Memahami konsep valuasi berdasarkan klaim yang gagal bayar.        | BR (Bab 8)          |



|    |                         |                                                                                                                                   |                                                  |             |
|----|-------------------------|-----------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------|-------------|
|    |                         | <ul style="list-style-type: none"> <li>Claims</li> <li>Reduced-form Models with State Variables</li> </ul>                        |                                                  |             |
| 14 | Dependent Default Times | <ul style="list-style-type: none"> <li>Dependent Intensities</li> <li>Martingale Approach to Basket Credit Derivatives</li> </ul> | Memahami konsep <i>Dependent Default Times</i> . | BR (Bab 10) |
| 15 | Presentasi Proyek Akhir |                                                                                                                                   |                                                  |             |
|    | Ujian Akhir Semester    |                                                                                                                                   |                                                  |             |

### 33. Asuransi (MB6066)

|                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                           |                                                                  |                          |
|------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------|------------------------------------------------------------------|--------------------------|
| <b>Kode Matakuliah:</b><br>MB 6066 | <b>Bobot sks:</b><br>3 SKS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | <b>Semester:</b><br>Genap | <b>KK / Unit Penanggung Jawab:</b><br>Risiko Bisnis dan Keuangan | <b>Sifat:</b><br>Pilihan |
| <b>Nama Matakuliah</b>             | Asuransi                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                           |                                                                  |                          |
|                                    | <i>Insurance</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                           |                                                                  |                          |
| <b>Silabus Ringkas</b>             | Kuliah ini didesain untuk membekali mahasiswa dengan prinsip dasar dalam teori asuransi. Kuliah ini meliputi pembahasan-pembahasan mengenai teori asuransi jiwa non-jiwa secara matematis.<br><i>This course is designed to provide students with basic principles of insurance theory. The course also covers life and non-life insurance seen from the perspective of mathematic.</i>                                                                                                                                                                                                                                                                                                                              |                           |                                                                  |                          |
| <b>Silabus Lengkap</b>             | Dalam rangka membekali mahasiswa dengan basis teori asuransi, kuliah ini bertujuan untuk mengintegrasikan peluang yang tidak diharapkan kedalam kerangka teori resiko. Teori yang diajarkan pada kuliah ini bermanfaat untuk memberikan pendalaman dan pemahaman tentang sistem asuransi.<br><i>To provide educational basis for insurance, the objective of this course is to integrate life contingencies into a full risk theory framework and to provide wide variety of constructs that are then possible to build from basic models at the foundation of actuarial science. The insurance model that is developed in this course will be proved to be useful and have deep insights about insurance system</i> |                           |                                                                  |                          |
| <b>Luaran (Outcomes)</b>           | <ul style="list-style-type: none"> <li>Mahasiswa memahami prinsip dasar dalam teori asuransi</li> <li>Mempertajam kemampuan analisis dalam memformulasikan persoalan asuransi.</li> <li>Memperkenalkan metode analisis kuantitatif dan metode komputasi untuk memecahkan persoalan asuransi.</li> <li>Menyiapkan mahasiswa untuk melakukan riset dalam bidang asuransi secara umum.</li> </ul>                                                                                                                                                                                                                                                                                                                       |                           |                                                                  |                          |
| <b>Matakuliah Terkait</b>          | Dasar-dasar Matematika Keuangan dan Manajemen Resiko Keuangan                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Prasyarat                 |                                                                  |                          |
|                                    | Pemodelan dalam Manajemen Keuangan                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Prasyarat                 |                                                                  |                          |
| <b>Kegiatan Penunjang</b>          | <ul style="list-style-type: none"> <li>Perkuliahan</li> <li>Diskusi dan Presentasi</li> <li>Tugas</li> <li>Tugas Makalah</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                           |                                                                  |                          |
| <b>Pustaka</b>                     | 22. (BGHJN) N.L. Bowers, H.U. Gerber, J.C. Hickman, D. A. Jones, C.J. Nesbit, Actuarial Mathematics. Society of Actuaries, 1997                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                           |                                                                  |                          |
|                                    | 21. Ujian Tengah Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | (30%)                     |                                                                  |                          |
|                                    | 22. Ujian Akhir Semester                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | (30%)                     |                                                                  |                          |
|                                    | 23. Kuis dan Tugas                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | (20%)                     |                                                                  |                          |
|                                    | 24. Proyek Akhir                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | (20%)                     |                                                                  |                          |
|                                    | -                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                           |                                                                  |                          |
| <b>Panduan Penilaian</b>           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                           |                                                                  |                          |
| <b>Catatan Tambahan</b>            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                           |                                                                  |                          |

| Mg# | Topik                               | Sub Topik                                                                                                                                                                          | Capaian Belajar Mahasiswa                                                                                                                                                          | Sumber Materi |
|-----|-------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------|
| 1   | Pengantar                           | <ul style="list-style-type: none"> <li>Pembukaan dan penjelasan mengenai perkuliahan</li> <li>Aspek Ekonomi dari Asuransi</li> <li>Definisi dan konvensi yang digunakan</li> </ul> | Mahasiswa dapat mengetahui definisi dan notasi yang dipakai dalam kuliah nanti serta memahami dasar-dasar pengenalan teori asuransi.                                               | BGHJN (Bab 1) |
| 2   | Model Resiko Individu Jangka Pendek | <ul style="list-style-type: none"> <li>Model-model peubah acak klaim resiko individu</li> <li>Jumlah peubah acak yang tidak berkorelasi</li> </ul>                                 | Mahasiswa dapat mengenal model-model peubah acak yang merepresentasikan klaim resiko asuransi. Mengetahui distribusi dari jumlah peubah acak serta penerapannya dibidang asuransi. | BGHJN (Bab 2) |

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|    |                                            |                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                  |                |
|----|--------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|
|    |                                            | <ul style="list-style-type: none"> <li>• Aproksimasi distribusi jumlah peubah acak</li> <li>• Aplikasi asuransi</li> </ul>                                                                                                                                                                                |                                                                                                                                                                                                  |                |
| 3  | Distribusi dan Tabel Keberlangsungan Hidup | <ul style="list-style-type: none"> <li>• <i>Peluang Umur-saat-Kematian</i></li> <li>• Sisa Umur Usia X</li> <li>• Force of Mortality</li> <li>• Life Table</li> </ul>                                                                                                                                     | Mahasiswa dapat memahami peluang keberlangsungan atau sisa hidup bagi individu berusia X dan Life Table.                                                                                         | BGHJN (Bab 3)  |
| 4  | Asuransi Jiwa                              | <ul style="list-style-type: none"> <li>• Pertanggungan yang dibayarkan pada saat meninggal</li> <li>• Pertanggungan yang dibayarkan diakhir tahun meninggal</li> <li>• Hubungan antara kedua pertanggungan</li> <li>• Persamaan differential buat asuransi yang dibayarkan pada saat meninggal</li> </ul> | Mahasiswa diharapkan dapat memahami konsep pembayaran asuransi pada saat meninggal atau diakhir tahun meninggal, serta persamaan diferensial untuk asuransi yang dibayarkan pada saat meninggal. | BGHJN (Bab 4)  |
| 5  | Life Annuities                             | <ul style="list-style-type: none"> <li>• Life Annuities kontinu</li> <li>• Discrete Life Annuities</li> <li>• Life Annuities dengan periode pembayaran m kali</li> </ul>                                                                                                                                  | Mahasiswa diharapkan dapat menguasai konsep cicilan pembayaran selama tertanggung asuransi masih hidup. Pembayaran yang dimaksud dapat dibayarkan dalam m periode                                | BGHJN (Bab5)   |
| 6  | Premium Keuntungan                         | <ul style="list-style-type: none"> <li>• Premium dengan pembayaran secara diskrit</li> <li>• Premium dengan pembayaran secara kontinu</li> <li>• Premium dengan pembayaran akumulasi.</li> </ul>                                                                                                          | Mahasiswa dapat memahami system pembayaran premium asuransi dalam waktu diskrit, kontinu dan akumulasi.                                                                                          | BGHJN (Bab6)   |
| 7  | Presentasi Makalah                         |                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                  |                |
| 8  | Ujian Tengah Semester                      |                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                  |                |
| 9  | Cadangan Dana                              | <ul style="list-style-type: none"> <li>• Cadangan dana yang sepenuhnya kontinu</li> <li>• Formula lain untuk cadangan dana yang sepenuhnya kontinu</li> </ul>                                                                                                                                             | Mahasiswa diharapkan dapat memahami teknik perhitungan cadangan dana dalam waktu diskrit maupun waktu kontinu                                                                                    | BGHJN (Bab7)   |
| 10 | Analisis Cadangan Dana                     | <ul style="list-style-type: none"> <li>• Analisis cadangan dana untuk asuransi umum</li> <li>• Persamaan rekursif cadangan dana untuk waktu diskrit</li> <li>• Perhitungan cadangan dana untuk durasi pecahan</li> <li>• Persamaan differential untuk perhitungan cadangan dana kontinu</li> </ul>        | Mahasiswa dapat memahami analisis perhitungan cadangan dana baik secara waktu diskrit maupun kontinu.                                                                                            | BGHJN (Bab 8)  |
| 11 | Fungsi usia hidup                          | <ul style="list-style-type: none"> <li>• Fungsi gabungan usia hidup</li> <li>• Peluang dan ekspektasi</li> <li>• Model dependensi usia hidup</li> </ul>                                                                                                                                                   | Mahasiswa diharapkan dapat memahami fungsi gabungan usia hidup pemegang polis asuransi serta fungsi dependensi antar usia hidup                                                                  | BGHJN (Bab 9)  |
| 12 | Model Multiple Decrement                   | <ul style="list-style-type: none"> <li>• Grup kebertahanan</li> </ul>                                                                                                                                                                                                                                     | Mahasiswa dapat memahami model multiple decrement.                                                                                                                                               | BGHJN (Bab 10) |

|    |                                        |                                                                                                                                                                                                                                               |                                                                                                 |                    |
|----|----------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------|--------------------|
|    |                                        | <ul style="list-style-type: none"> <li>acak</li> <li>Grup keberuntungan tidak acak</li> <li>Tabel Decrement tunggal</li> </ul>                                                                                                                |                                                                                                 |                    |
| 13 | Aplikasi Model Multiple Decrement      | <ul style="list-style-type: none"> <li>Net Present Value asuransi dan perhitungan numeric</li> <li>Premi keuntungan dan cadangan dana</li> <li>Penilaian rencana pension</li> <li>Disability benefits untuk asuransi jiwa individu</li> </ul> | Mahasiswa dapat memahami aplikasi dari model-model Multiple Decrement yang dibahas diKuliah 12. | BGHJN (Bab 11)     |
| 14 | Model-model Resiko Tanggungan Kolektif | <ul style="list-style-type: none"> <li>Model resiko tanggungan kolektif satu periode</li> <li>Modelresiko tanggungan kolektif multiperioda.</li> </ul>                                                                                        | Mahasiswa dapat memahami model-model resiko tanggungan kolektif dalam dunia asuransi.           | BGHJN (Bab 12, 13) |
| 15 | Presentasi Proyek Akhir                |                                                                                                                                                                                                                                               |                                                                                                 |                    |
| 16 | Ujian Akhir Semester                   |                                                                                                                                                                                                                                               |                                                                                                 |                    |

### 34. Manajemen Risiko Keuangan (MB6067)

|                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                         |                                                                         |                          |
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| <i>Kode Matakuliah:</i><br>MB 6067 | <i>Bobot sks:</i> 3                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | <i>Semester:</i> Ganjil | <i>KK / Unit Penanggung Jawab:</i><br>Sub KK Risiko Bisnis dan Keuangan | <i>Sifat:</i><br>Pilihan |
| <i>Nama Matakuliah</i>             | Manajemen Risiko Keuangan<br><i>Financial Risk Management</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                         |                                                                         |                          |
| <i>Silabus Ringkas</i>             | <p>Mata kuliah ini didesain dengan memberikan bekal dasar-dasar manajemen risiko keuangan untuk mahasiswa. Lebih jauh lagi mata kuliah ini menekankan pada aspek metode kuantitatif dibandingkan aspek kualitatif. Agar lebih memahami lebih baik mata kuliah ini, disarankan mahasiswa memiliki kecukupan akan pengetahuan matematika terutama ilmu tentang teori probabilita. Tidak sekedar konsep, mata kuliah ini juga memperhatikan metode praktikal dan diskusi. Intinya mata kuliah ini terdiri dari dua poin utama yakni: pertama, konsep dan teknik dasar ilmu ini dan yang kedua, bagaimana menerapkan konsep dan teknik dasar tersebut sesuai dengan filosofi mata kuliah ini.</p> <p><i>This course is designed to provide students with basic principles of financial risk management (FRM). Emphasis is given more on the quantitative side of FRM rather than qualitative side. Even though it is not required, students must have sufficient knowledge of Mathematics at the level of first-year undergraduate course, especially students' familiarity on probability theory. Concise treatment of concepts and techniques used in practices are discussed within the course. The course comprises two parts. First part covers the basic concepts and techniques of FRM such as risk factors, P&amp;L distribution, copulas and dependence, aggregate risk, etc. The second part deals with applications of the first part in FRM: credit risk management and dynamic credit risk. At the end of this course, students are expected to be able to identify, quantify and manage financial risks that may exist in every aspects of financial investment.</i></p> |                         |                                                                         |                          |
| <i>Silabus Lengkap</i>             | <p>Mata kuliah ini akan mempelajari identifikasi dan sumber risiko, lindung nilai atas suatu risiko yang bersifat linier, lindung nilai atas suatu risiko bersifat non-linier, konsep dasar dari manajemen risiko, model-model statistika multivariate, statistika keuangan deret waktu, <i>copula and dependence</i>, Risiko secara keseluruhan, manajemen risiko kredit, model-model dinamika risiko kredit.</p> <p>This subject comprises of Identification and Source of Risks, Hedging Linear Risks, Hedging Nonlinear Risks, Basic Concepts in Risk Management, Multivariate Models, Financial Time Series, Copula and Dependence, Aggregate Risk, Credit Risk Management, Dynamic Credit Risk Models.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                         |                                                                         |                          |
| <i>Luaran (Outcomes)</i>           | <ul style="list-style-type: none"> <li>Membekali mahasiswa dengan dasar-dasar dan prinsip-prinsip manajemen risiko keuangan</li> <li>Mempertajam kemampuan analitis mahasiswa secara kuantitatif.</li> <li>Memperkuat keahlian mahasiswa dengan memberikan alat-alat dalam menganalisis dan memecahkan suatu isu dalam manajemen risiko keuangan dengan menggunakan perangkat lunak dan komputasi</li> <li>Mempersiapkan mahasiswa agar bisa melakukan riset secara tertata yang berhubungan dengan sub topik pada manajemen risiko keuangan.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                         |                                                                         |                          |
| <i>Matakuliah Terkait</i>          | MB-5103 Permodelan Keuangan                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Prasyarat               |                                                                         |                          |

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| <b>Bidang Akademik dan Kemahasiswaan ITB</b>                                                                                                                                                                                   | <b>Kur2013-Program Studi Magister Sains Manajemen</b> | <b>Halaman 91 dari 100</b> |
| Template Dokumen ini adalah milik Direktorat Pendidikan - ITB<br>Dokumen ini adalah milik Program Studi Magister Sains Manajemen ITB.<br>Dilarang untuk me-reproduksi dokumen ini tanpa diketahui oleh Dirdik-ITB dan SBM-ITB. |                                                       |                            |

|                           |                                                                                                                                                                                                                                                                                                                                                                          |
|---------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Kegiatan Penunjang</b> | Kuliah, Diskusi, Presentasi Tugas dan Makalah Ilmiah                                                                                                                                                                                                                                                                                                                     |
| <b>Pustaka</b>            | 1. A. J. McNeil, R. Frey, P. Embrechts, <b>Quantitative Risk Management</b> , Princeton University Press, 2005<br>2. P. Jorion. <b>Financial Risk Manager: Handbook, 2<sup>nd</sup> Ed.</b> John Willey, 2003.                                                                                                                                                           |
| <b>Panduan Penilaian</b>  | 13. UTS ( 30 %)<br>14. UAS ( 30 %)<br>15. Kuis ( 20 %)<br>16. Tugas ( 20 %)<br>Projek akhir adalah makalah ilmiah yang topiknya harus mendapat persetujuan Dosen.                                                                                                                                                                                                        |
| <b>Catatan Tambahan</b>   | Strategi pedagogi pembelajaran:<br>-Terbentuknya suasana pembelajaran yang dinamis dengan memacu mahasiswa berdiskusi secara kritis.<br>- Memberikan tugas-tugas yang memotivasi keaktifan seorang mahasiswa melalui proses grup diskusi dan partisipasi.<br>- Mendorong mahasiswa agar terlatih membaca literature dalam bahasa Inggris yang berkaitan dengan substansi |

| Mg# | Topik                                  | Sub Topik                                                                                                                                                                                                               | Capaian Belajar Mahasiswa                                                                                                                                                                                                                  | Sumber Materi  |
|-----|----------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|
| 1   | Introduksi                             | <ul style="list-style-type: none"> <li>• General tentang mata kuliah</li> <li>• Definisi-definisi dari risiko bisnis</li> <li>• Paradigma Risiko</li> </ul>                                                             | <ul style="list-style-type: none"> <li>• Membekali mahasiswa dengan dasar-dasar dan prinsip-prinsip manajemen risiko keuangan</li> </ul>                                                                                                   | MFE Ch. 1      |
| 2   | Identifikasi dan sumber risiko         | <ul style="list-style-type: none"> <li>• Risiko pasar</li> <li>• Ketidaberlanjutan dari peristiwa suatu risiko</li> <li>• Risiko nilai tukar, risiko pendapatan tetap dan risiko aset-aset keuangan lainnya.</li> </ul> | <ul style="list-style-type: none"> <li>• Mempertajam kemampuan analitis mahasiswa secara kuantitatif.</li> </ul>                                                                                                                           | PJ Ch. 12 & 13 |
| 3   | Lindung nilai yang bersifat linier     | <ul style="list-style-type: none"> <li>• Pengenalan akan produk future dan lindung nilai</li> <li>• Lindung nilai yang optimal</li> <li>• Penerapan optimal lindung nilai.</li> </ul>                                   | <ul style="list-style-type: none"> <li>• Memperkuat keahlian mahasiswa dengan memberikan alat-alat dalam menganalisis dan memecahkan suatu isu dalam manajemen risiko keuangan dengan menggunakan perangkat lunak dan komputasi</li> </ul> | PJ Ch. 14      |
| 4   | Lindung nilai yang bersifat non-linier | <ul style="list-style-type: none"> <li>• Evaluasi <i>option</i></li> <li>• Produk <i>option greek</i></li> <li>• Dinamika lindung nilai</li> </ul>                                                                      | <ul style="list-style-type: none"> <li>• Memperkuat keahlian mahasiswa dengan memberikan alat-alat dalam menganalisis dan memecahkan suatu isu dalam manajemen risiko keuangan dengan menggunakan perangkat lunak dan komputasi</li> </ul> | PJ. Ch. 15     |
| 5   | Konsep dasar manajemen risiko          | <ul style="list-style-type: none"> <li>• Faktor-faktor risiko dan distribusi kemungkinan rugi</li> <li>• Pengukuran tingkat suatu risiko</li> <li>• Metode standar pengukuran risiko pasar.</li> </ul>                  | <ul style="list-style-type: none"> <li>• Membekali mahasiswa dengan dasar-dasar dan prinsip-prinsip manajemen risiko keuangan</li> </ul>                                                                                                   | MFE Ch. 2      |
| 6   | Model-model statistika multivariat     | <ul style="list-style-type: none"> <li>• Dasar dari model statistika multivariat</li> <li>• Kombinasi distribusi normal</li> <li>• Dimensi teknik pengurangan risiko</li> </ul>                                         | <ul style="list-style-type: none"> <li>• Mempertajam kemampuan analitis mahasiswa secara kuantitatif.</li> </ul>                                                                                                                           | MFE Ch. 3      |
| 7   | Keuangan deret waktu                   | <ul style="list-style-type: none"> <li>• Dasar dari analisis deret waktu</li> <li>• <i>GARCH Model of Volatility</i></li> <li>• Model dan estimasi risiko akibat volatilitas harga aset keuangan</li> </ul>             | <ul style="list-style-type: none"> <li>• Memperkuat keahlian mahasiswa dengan memberikan alat-alat dalam menganalisis dan memecahkan suatu isu dalam manajemen risiko keuangan dengan menggunakan perangkat lunak dan</li> </ul>           | MFE Ch. 4      |

|    |                                               |                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                                                                                                                              |           |
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|    |                                               |                                                                                                                                                                                                            | komputasi                                                                                                                                                                                                                                                                                                                                                                                                    |           |
| 8  | <b>Ujian Tengah Semester</b>                  |                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                                                                                                                              |           |
| 9  | <b>Presentasi 1 Projek Makalah Ilmiah</b>     |                                                                                                                                                                                                            | <ul style="list-style-type: none"> <li>Membekali mahasiswa dengan dasar-dasar dan prinsip-prinsip manajemen risiko keuangan</li> </ul>                                                                                                                                                                                                                                                                       |           |
| 10 | <i>Copula and Dependence</i>                  | <ul style="list-style-type: none"> <li>Copulas</li> <li><i>Dependence Measures</i></li> <li><i>Fitting Copulas to Data</i></li> </ul>                                                                      | <ul style="list-style-type: none"> <li>Membekali mahasiswa dengan dasar-dasar dan prinsip-prinsip manajemen risiko keuangan</li> </ul>                                                                                                                                                                                                                                                                       | MFE Ch. 5 |
| 11 | Risiko secara keseluruhan                     | <ul style="list-style-type: none"> <li><i>Coherent Measures of Risk</i></li> <li>Alokasi modal</li> </ul>                                                                                                  | <ul style="list-style-type: none"> <li>Mempertajam kemampuan analitis mahasiswa secara kuantitatif.</li> <li>Memperkuat keahlian mahasiswa dengan memberikan alat-alat dalam menganalisis dan memecahkan suatu isu dalam manajemen risiko keuangan dengan menggunakan perangkat lunak dan komputasi</li> </ul>                                                                                               | MFE Ch. 6 |
| 12 | Manajemen risiko kredit                       | <ul style="list-style-type: none"> <li>Pengenalan model-model risiko kredit</li> <li>Struktur Model gaga bayar</li> <li><i>Threshold Models</i></li> </ul>                                                 | <ul style="list-style-type: none"> <li>Mempertajam kemampuan analitis mahasiswa secara kuantitatif.</li> <li>Memperkuat keahlian mahasiswa dengan memberikan alat-alat dalam menganalisis dan memecahkan suatu isu dalam manajemen risiko keuangan dengan menggunakan perangkat lunak dan komputasi</li> </ul>                                                                                               | MFE Ch. 8 |
| 13 | Model-model dinamika kredit                   | <ul style="list-style-type: none"> <li><i>Credit Derivatives</i></li> <li><i>Mathematical Tools</i></li> <li><i>Affine Models</i></li> <li><i>Reduced-form Models for Portfolio Credit Risk</i></li> </ul> | <ul style="list-style-type: none"> <li>Mempertajam kemampuan analitis mahasiswa secara kuantitatif.</li> <li>Memperkuat keahlian mahasiswa dengan memberikan alat-alat dalam menganalisis dan memecahkan suatu isu dalam manajemen risiko keuangan dengan menggunakan perangkat lunak dan komputasi</li> </ul>                                                                                               | MFE Ch. 9 |
| 14 | Kesimpulan                                    | <ul style="list-style-type: none"> <li>Ringkasan</li> </ul>                                                                                                                                                | <ul style="list-style-type: none"> <li>Membekali mahasiswa dengan dasar-dasar dan prinsip-prinsip manajemen risiko keuangan</li> <li>Mempertajam kemampuan analitis mahasiswa secara kuantitatif.</li> <li>Memperkuat keahlian mahasiswa dengan memberikan alat-alat dalam menganalisis dan memecahkan suatu isu dalam manajemen risiko keuangan dengan menggunakan perangkat lunak dan komputasi</li> </ul> |           |
| 15 | <b>Presentasi final projek makalah ilmiah</b> |                                                                                                                                                                                                            | <ul style="list-style-type: none"> <li>Mempersiapkan mahasiswa agar bisa melakukan riset secara tertata yang berhubungan dengan sub topik pada manajemen risiko keuangan.</li> </ul>                                                                                                                                                                                                                         |           |
| 16 | <b>Ujian Akhir Semester (Final test)</b>      |                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                                                                                                                              |           |

### 35. Perencanaan Keuangan tingkat Lanjut (MB6068)

|                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                       |                                                                  |                          |
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| <b>Kode Matakuliah:</b><br>MB 6068 | <b>Bobot sks:</b><br>3 SKS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | <b>Semester:</b><br>3 | <b>KK / Unit Penanggung Jawab:</b><br>Risiko Bisnis dan Keuangan | <b>Sifat:</b><br>Pilihan |
| <b>Nama Matakuliah</b>             | Perencanaan Keuangan tingkat Lanjut<br><i>Advance Wealth Management</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                       |                                                                  |                          |
| <b>Silabus Ringkas</b>             | Perkuliahan ini memberikan pemahaman secara luas mengenai proses merencanakan dan mengelola sumber daya keuangan untuk mencapai tujuan-tujuan tertentu dalam berbagai tahapan kehidupandengan tujuan akhir mencapai kemakmuran.<br><i>This course provides an understanding of a broad range of financial and management process of financial resources in order to achieve certain objectives in different life stages aiming toward life's prosperity.</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                       |                                                                  |                          |
| <b>Silabus Lengkap</b>             | Manajemen Kekayaan adalah pengetahuan mengenai bagaimana kita mengatur dan merencanakan sumber daya keuangan untuk mencapai tujuan-tujuan keuangan tertentu dan untuk mencapai kehidupan yang sejahtera. Kuliah ini akan mencakup dasar-dasar manajemen kekayaan, etika dan standar profesi, tujuan dan hambatan, profil risiko, manajemen risiko, instrument investasi, teori dan strategi investasi, manajemen portofolio, manajemen pajak dan warisan, dan pengelolaan pensiun.<br><i>Personal Financial Planning is the knowledge of how we organize and plan our financial resources in order to achieve certain financial goals and a prosperous life. This course contains wealth management process basics, ethics and profession standard, goals and constraint, risk profile, risk management, investment instruments, theory and application on investment strategy, portfolio management, tax and estate management, and pension management.</i> |                       |                                                                  |                          |
| <b>Luaran (Outcomes)</b>           | <ul style="list-style-type: none"> <li>Memahami proses perencanaan kekayaan secara komprehensif</li> <li>Mengaplikasikan kerangka kerja proses pengelolaan kekayaan terhadap berbagai kondisi keuangan dan berbagai tujuan keuangan masa depan yang diinginkan.</li> <li>Mampu menganalisa berbagai alternatif investasi yang ada di pasar dan memanfaatkannya untuk mencapai tujuan-tujuan keuangan.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                       |                                                                  |                          |
| <b>Matakuliah Terkait</b>          | -                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                       | -                                                                |                          |
| <b>Kegiatan Penunjang</b>          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                       |                                                                  |                          |
| <b>Pustaka</b>                     | (EST) Evensky, Harold, Horan, Stephen M., Thomas R Robinson, "The New Wealth Management, The Financial Advisor's Guide to Managing and Investing Client Assets", John Wiley and Sons Inc/CFA Institute, 2011 (Pustaka Utama)<br>(MSC) Mitra, Sid, Sahu, Anandi P and Crane, Robert A, Practicing Financial Planning for Professionals, Rochester Hills Publishing/Publishnow.net, Inc, 2007. (Pustaka Pendukung)<br>(SSS) Soekarno, Subiako., Sylviana M.D., "Perencanaan Keuangan Pribadi", Consultancy & Continuing Education, Sekolah Bisnis dan Manajemen ITB, 2011. (Pustaka Pendukung)                                                                                                                                                                                                                                                                                                                                                                 |                       |                                                                  |                          |
| <b>Panduan Penilaian</b>           | UTS, UAS, Tugas dan Partisipasi Kelas                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                       |                                                                  |                          |
| <b>Catatan Tambahan</b>            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |                       |                                                                  |                          |

| Mg# | Topik                             | Sub Topik                                                                                                                                                   | Capaian Belajar Mahasiswa                                                                                                                                                                                                                                           | Sumber Materi              |
|-----|-----------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------|
| 1   | Dasar-dasar Perencanaan Kekayaan  | <ul style="list-style-type: none"> <li>Profesi Perencana Keuangan</li> <li>Ruang Lingkup Perencanaan Kekayaan</li> <li>Etika dan Standar Profesi</li> </ul> | <ul style="list-style-type: none"> <li>Memahami Profesi Perencana Keuangan dan manajemen kekayaan</li> <li>Memahami ruang lingkup yang harus dicakup dalam Perencanaan Kekayaan</li> <li>Mampu mengaplikasikan etika dan standar profesi dalam pekerjaan</li> </ul> | EST Bab 1 dan Bab 2        |
| 2   | Data, Tujuan, Hambatan dan Risiko | <ul style="list-style-type: none"> <li>Pengumpulan Data dan profil resiko</li> <li>Tujuan Keuangan dan hambatan-hambatan</li> </ul>                         | <ul style="list-style-type: none"> <li>Memahami urutan proses perencanaan kekayaan</li> <li>Mampu menganalisa situasi keuangan awal dan membuat rekomendasi perbaikan</li> <li>Mengidentifikasi tujuan-tujuan dan hambatanannya</li> </ul>                          | EST Bab 3, Bab 4 dan Bab 5 |
| 3   | Matematika Investasi 1            | Nilai Waktu dari Uang Imbal Hasil dan Risiko                                                                                                                | <ul style="list-style-type: none"> <li>Mampu mengaplikasikan konsep nilai waktu dari uang</li> <li>Mampu menghitung Imbal Hasil dan Risiko</li> <li>Mampu mengaplikasikan matematika investasi dalam berbagai kasus</li> </ul>                                      | EST Bab 7                  |
| 4   | Matematika Investasi 2            | Covariance dan Correlation Efficient Frontier                                                                                                               | <ul style="list-style-type: none"> <li>Mampu mengaplikasikan konsep nilai waktu dari uang</li> <li>Mampu menghitung Imbal Hasil dan Risiko</li> </ul>                                                                                                               | EST Bab 7                  |

|                                                                                                                                                                                                                                |                                                       |                            |
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| <b>Bidang Akademik dan Kemahasiswaan ITB</b>                                                                                                                                                                                   | <b>Kur2013-Program Studi Magister Sains Manajemen</b> | <b>Halaman 94 dari 100</b> |
| Template Dokumen ini adalah milik Direktorat Pendidikan - ITB<br>Dokumen ini adalah milik Program Studi Magister Sains Manajemen ITB.<br>Dilarang untuk me-reproduksi dokumen ini tanpa diketahui oleh Dirdik-ITB dan SBM-ITB. |                                                       |                            |

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|    |                                   |                                                                                                                                                                               | Mampu mengaplikasikan matematika investasi dalam berbagai kasus                                                                                                                                            |                                                |
| 6  | Instrumen Investasi               | <ul style="list-style-type: none"> <li>. Obligasi</li> <li>. Saham</li> <li>. Reksadana</li> <li>. Exchange Traded Fund</li> <li>. REIT</li> <li>. Derivatives</li> </ul>     | Memahami berbagai instrument investasi yang tersedia di pasar<br>Mampu mengidentifikasi karakteristik berbagai instrument investasi<br>Mampu memilih instrument investasi yang tepat untuk tujuan tertentu | MSC Bab 12<br>SSS Bab 8                        |
| 6  | Teori Investasi                   | Teori Portofolio<br>Moderen<br>Hipotesa Pasar Efisien                                                                                                                         | <ul style="list-style-type: none"> <li>. Memahami teori investasi yang berlaku</li> <li>Mampu mengaplikasikan teori investasi dalam menyusun strategi investasi</li> </ul>                                 | EST Bab 8 dan Bab 9<br>MSC Bab8                |
| 7  | Strategi Investasi                | Asset Alokasi                                                                                                                                                                 | Memahami teori investasi yang berlaku<br>Mampu mengaplikasikan teori investasi dalam menyusun strategi investasi                                                                                           | EST Bab 8 dan Bab 9<br>MSC Bab8                |
| 8  | UTS                               |                                                                                                                                                                               |                                                                                                                                                                                                            |                                                |
| 9  | Manajemen Resiko                  | Kebutuhan atas proteksi terhadap resiko<br><ul style="list-style-type: none"> <li>. Berbagai Jenis Asuransi Jiwa, Tradisionil dan unit link, dan asuransi kerugian</li> </ul> | <ul style="list-style-type: none"> <li>. Mampu memahami pentingnya perlindungan atas resiko</li> <li>. Mampu memilih alternatif asuransi yang sesuai dengan kebutuhan</li> </ul>                           | MSC Bab 4 dan Bab 5                            |
| 10 | Tujuan-Tujuan Keuangan Lainnya    | Dana Darurat<br>Dana Pendidikan                                                                                                                                               | Mampu memahami kebutuhan akan dana darurat dan dana pendidikan serta mampu menghitung kebutuhan akan dana tersebut.                                                                                        | SSS Bab 2, 3, 4, 5, 6                          |
| 11 | Pensiun                           | <ul style="list-style-type: none"> <li>. Berbagai program pension</li> <li>. Metode Sederhana</li> <li>. Metode Die Rich</li> <li>. Metode Die Broke</li> </ul>               | Mampu memahami berbagai alternatif perencanaan pension dan mengaplikasikannya terhadap klien dan/atau diri sendiri                                                                                         | EST Bab 12<br>MSC Bab 10 dan 11<br>SSS Bab 7   |
| 12 | Pajak                             | <ul style="list-style-type: none"> <li>. Berbagai aspek Pajak</li> <li>. Perencanaan Pajak</li> </ul>                                                                         | Memahami perencanaan pajak, dan mampu menganalisa berbagai konsekuensinya                                                                                                                                  | EST Bab 11<br>MSC Bab 8 dan Bab 9<br>SSS Bab 9 |
| 13 | Waris                             | Berbagai aspek Waris                                                                                                                                                          | Memahami berbagai aspek tentang waris dan mampu menyusun akta wasiat secara efisien.                                                                                                                       | EST Bab 11<br>MSC Bab 8 dan Bab 9<br>SSS Bab 9 |
| 14 | Manajemen Portofolio dan Evaluasi | <ul style="list-style-type: none"> <li>. Alokasi aset jangka pendek</li> <li>. Aktif vs Pasif</li> <li>Evaluasi kinerja</li> </ul>                                            | <ul style="list-style-type: none"> <li>. Memahami dan mampu mengaplikasikan pengelolaan portofolio secara optimal</li> </ul>                                                                               | EST Bab 14 dan 15                              |
| 15 | Filsafat, proses, dan klien       | <ul style="list-style-type: none"> <li>. Melakukan kilas balik terhadap langkah-langkah perencanaan kekayaan</li> </ul>                                                       | <ul style="list-style-type: none"> <li>. Mampu memahami seluruh proses yang telah dipelajari dalam kuliah dan mengaplikasikannya terhadap klien atau diri sendiri</li> </ul>                               | EST Bab 17                                     |
| 16 | UAS                               |                                                                                                                                                                               |                                                                                                                                                                                                            |                                                |

### 36. Manajemen Tingkat Lanjut (MB6072)

|                                   |                                                                                                                                                               |                          |                                                     |                              |
|-----------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|-----------------------------------------------------|------------------------------|
| <b>Kode Matakuliah:</b><br>MB6073 | <b>Bobot sks:</b><br>3 SKS                                                                                                                                    | <b>Semester:</b><br>I/II | <b>KK / Unit Penanggung Jawab:</b><br>Program Studi | <b>Sifat:</b><br>Pilihan MSM |
| <b>Nama Matakuliah</b>            | Topik Lanjut dalam Manajemen                                                                                                                                  |                          |                                                     |                              |
|                                   | Advanced Topics in Management                                                                                                                                 |                          |                                                     |                              |
| <b>Silabus Ringkas</b>            | This course objectives is to give a chance students to learnt speial topics that not being covered by other elective courses but needed for finishing Thesis. |                          |                                                     |                              |

|                                                                                                                                                                                                                                |                                                          |                            |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------|----------------------------|
| <b>Bidang Akademik dan Kemahasiswaan ITB</b>                                                                                                                                                                                   | <b>Kur2013-Program Studi</b><br>Magister Sains Manajemen | <b>Halaman 95 dari 100</b> |
| Template Dokumen ini adalah milik Direktorat Pendidikan - ITB<br>Dokumen ini adalah milik Program Studi Magister Sains Manajemen ITB.<br>Dilarang untuk me-reproduksi dokumen ini tanpa diketahui oleh Dirdik-ITB dan SBM-ITB. |                                                          |                            |

|                           |                                                                                                                                                                                                                                          |                                 |
|---------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------|
|                           | Kelas ini bertujuan memberikan kesempatan bagi mahasiswa untuk mendalami topik tertentu yang belum ter-cover dalam mata kuliah pilihan dan dibutuhkan dalam menyelesaikan Thesis.                                                        |                                 |
| <i>Silabus Lengkap</i>    | Mata kuliah topik lanjut ini diharapkan merupakan mata kuliah yang membahas ilmu yang “state of the art “ dan bukan merupakan ilmu dasar manajemen.                                                                                      |                                 |
|                           | This course is expected to be the most recent “state of the art” knowledge and for the basic knowledge of management.                                                                                                                    |                                 |
| <i>Luaran (Outcomes)</i>  | Mahasiswa diharapkan untuk : <ul style="list-style-type: none"> <li>• Memahami topik tertentu yang tidak tercover dalam mata kuliah pilihan</li> <li>• Mampu memanfaatkan kelas ini untuk membantu menyelesaikan topik Thesis</li> </ul> |                                 |
| <i>Matakuliah Terkait</i> | Ditentukan Pengampu Mata Kuliah                                                                                                                                                                                                          | Ditentukan Pengampu Mata Kuliah |
| <i>Kegiatan Penunjang</i> | Ditentukan Pengampu Mata Kuliah                                                                                                                                                                                                          |                                 |
| <i>Pustaka</i>            | Ditentukan Pengampu Mata Kuliah                                                                                                                                                                                                          |                                 |
| <i>Panduan Penilaian</i>  | Ditentukan Pengampu Mata Kuliah                                                                                                                                                                                                          |                                 |
| <i>Catatan Tambahan</i>   | Pengampu mata kuliah diharuskan untuk mengajukan SAP dan Syllabus mata kuliah yang diusulkan                                                                                                                                             |                                 |

| Mg#  | Topik                                | Sub Topik                            | Capaian Mahasiswa Belajar            | Sumber Materi                        |
|------|--------------------------------------|--------------------------------------|--------------------------------------|--------------------------------------|
| 1-16 | Ditentukan oleh pengampu mata kuliah | Ditentukan oleh pengampu mata kuliah | Ditentukan oleh pengampu mata kuliah | Ditentukan oleh pengampu mata kuliah |

### 37. Magang (MB6096)

|                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                          |                                                    |                              |
|-----------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|----------------------------------------------------|------------------------------|
| <i>Kode Matakuliah:</i><br>MB9000 | <i>Bobot sks:</i><br>3 SKS                                                                                                                                                                                                                                                                                                                                                                                                                                  | <i>Semester:</i><br>I/II | <i>KK/ Unit Penanggung Jawab:</i><br>Program Studi | <i>Sifat:</i><br>Pilihan MSM |
| <i>Nama Matakuliah</i>            | Magang                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                          |                                                    |                              |
|                                   | Internship                                                                                                                                                                                                                                                                                                                                                                                                                                                  |                          |                                                    |                              |
| <i>Silabus Ringkas</i>            | This course provides hands-on experience of how to applied the knowledge and skills learnt and practiced in school in the industry. The assignment given in the internship is also expected to be the corner stone of students Thesis.                                                                                                                                                                                                                      |                          |                                                    |                              |
|                                   | Kelas ini bertujuan memberikan pengalaman bagi mahasiswa untuk menerapkan pengetahuan dan ketrampilannya yang dipelajari. Tugas yang diberikan dalam magang ini diharapkan dijadikan dasar bagi penulisan Thesis.<br><b>xxi.</b>                                                                                                                                                                                                                            |                          |                                                    |                              |
| <i>Silabus Lengkap</i>            | To be recognized taking this course, the students at least has to take at least 400 hours of professional working time.                                                                                                                                                                                                                                                                                                                                     |                          |                                                    |                              |
|                                   | Untuk memenuhi kredit yang disyaratkan, mahasiswa harus memenuhi setara sekitar 400 jam pekerjaan profesional.                                                                                                                                                                                                                                                                                                                                              |                          |                                                    |                              |
| <i>Luaran (Outcomes)</i>          | Mahasiswa diharapkan untuk dapat <ol style="list-style-type: none"> <li>8. Memahami bisnis proses dan</li> <li>9. Mampu menerapkan pengetahuan dan ketrampilan yang diperoleh di MSM SBM ITB</li> <li>10. Menjadikan masalah yang ditugaskan menjadi bagian dari Thesisnya</li> <li>11. Mampu mengidentifikasi hal-hal yang perlu dikuasai dalam menyelesaikan masalah dan digunakan sebagai dasar bagi penentuan mata kuliah pilihan berikutnya</li> </ol> |                          |                                                    |                              |
| <i>Matakuliah Terkait</i>         | Desain Penelitian Manajemen                                                                                                                                                                                                                                                                                                                                                                                                                                 | Prasyarat                |                                                    |                              |
|                                   | Pemodelan dalam Manajemen                                                                                                                                                                                                                                                                                                                                                                                                                                   | Prasyarat                |                                                    |                              |
| <i>Kegiatan Penunjang</i>         |                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                          |                                                    |                              |
| <i>Pustaka</i>                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                             |                          |                                                    |                              |
| <i>Panduan Penilaian</i>          | Laporan Penilaian yang dinilai oleh pihak –pihak: <ul style="list-style-type: none"> <li>• Laporan kemajuan ( minggu ke 2, 8, dan 14)</li> <li>• Dosen Pembimbing Thesis (50%)</li> <li>• Penanggung Jawab Magang dari Perusahaan (50%)</li> </ul>                                                                                                                                                                                                          |                          |                                                    |                              |
| <i>Catatan Tambahan</i>           | Dalam pelaksanaan Magang, Mahasiswa diharapkan me                                                                                                                                                                                                                                                                                                                                                                                                           |                          |                                                    |                              |

|                                                                                                                                                                                                                                |                                                           |                            |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------|----------------------------|
| <b>Bidang Akademik dan Kemahasiswaan ITB</b>                                                                                                                                                                                   | <b>Kur2013-Program Studi<br/>Magister Sains Manajemen</b> | <b>Halaman 96 dari 100</b> |
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| Mg#                                                                                                                                    | Topik                             | Sub Topik                                                           | Capaian Belajar Mahasiswa                                                | Sumber Materi |
|----------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------|---------------------------------------------------------------------|--------------------------------------------------------------------------|---------------|
|                                                                                                                                        | Pemenuhan persyaratan perkuliahan | Persetujuan Industri<br>Persetujuan Pembimbing<br>Persetujuan Prodi | Mahasiswa memahami ekspektasi, dan proses pembelajaran dari kelas ini.   | Syllabus      |
| <b>400 Jam Pelaksanaan Aktifitas Magang</b><br><b>Laporan Minggu ke 2</b><br><b>Laporan Minggu ke 8</b><br><b>Laporan Minggu ke 14</b> |                                   |                                                                     |                                                                          |               |
|                                                                                                                                        | Penyampaian Laporan Akhir         | Laporan Akhir                                                       | Mahasiswa menyampaikan laporan akhir Magang dalam format Proposal Riset. |               |

### 38. Proyek Konsultasi (MB6097)

| Kode Matakuliah:<br>MB9001 | Bobot sks:<br>3 SKS                                                                                                                                                                                                                                                                                                                                              | Semester:<br>I/II | KK / Unit Penanggung Jawab:<br>Program Studi | Sifat:<br>Pilihan MSM |
|----------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------|----------------------------------------------|-----------------------|
| Nama Matakuliah            | Proyek Konsultasi                                                                                                                                                                                                                                                                                                                                                |                   |                                              |                       |
|                            | Project Consulting                                                                                                                                                                                                                                                                                                                                               |                   |                                              |                       |
| Silabus Ringkas            | This course is for providing a students can reflects their experience when thye acted as the assistant research on a community service or a consultancy project that were conducted together with his/her Thesis advisors. The intention is that the students can structurized his/her experience in the context of the modern theory of consulting professions. |                   |                                              |                       |
|                            | Kelas ini bertujuan memberikan kesempatan bagi mahasiswa untuk merefleksikan kegiatan pengabdian masyarakat atau proyek konsultasi yang dilakukan bersama Pembimbing Thesis. Hal ini bertujuan agar mahasiswa mampu menstrukturkan pengalamannya dalam konteks teknik modern yang dikembangkan dalam profesi konsultan.                                          |                   |                                              |                       |
| Silabus Lengkap            | The main objectives for this course is to make students understand the consuting proses, especially the modern technique mainly used to executed consting projects,                                                                                                                                                                                              |                   |                                              |                       |
|                            | Tujuan akhir dari kelas ini adalah mahasiswa mampu memahami proses-proses konsultasi dan teknik yang diperlukan dalam mengeksekusi aktifitas konsultasi.                                                                                                                                                                                                         |                   |                                              |                       |
| Luaran (Outcomes)          | Mahasiswa diharapkan untuk dapat<br>12. Memahami bisnis proses dalam proyek konsultasi<br>13. Memahami teknik modern yang digunakan dalam proyek konsultasi<br>14. Memberikan masukan dalam perbaikan proses konsultasi                                                                                                                                          |                   |                                              |                       |
| Matakuliah Terkait         | Pemodelan dalamManajemen                                                                                                                                                                                                                                                                                                                                         | Prasyarat         |                                              |                       |
| Kegiatan Penunjang         |                                                                                                                                                                                                                                                                                                                                                                  |                   |                                              |                       |
| Pustaka                    | Rasiel, M. "The McKinsey Way", McGraw Hill, 1999 (TH)                                                                                                                                                                                                                                                                                                            |                   |                                              |                       |
| Panduan Penilaian          | Laporan Penilaian yang dinilai oleh pihak –pihak:<br>• Dosen Pembimbing Proyek Konsultasi (70%)<br>• Ketua Program Studi (30%)                                                                                                                                                                                                                                   |                   |                                              |                       |
| Catatan Tambahan           | Untuk dapat diakui dalam mata kuliah ini, mahasiswa paling tidak membantu secara aktif dalam kegiatan proyek pengabdian masyarakat paling tidak selama 5 bulan. Dengan nlai kontrak minimum sebesar 150 juta rupiah                                                                                                                                              |                   |                                              |                       |

| Mg#                                         | Topik                             | Sub Topik                                   | Capaian Belajar Mahasiswa                              | Sumber Materi |
|---------------------------------------------|-----------------------------------|---------------------------------------------|--------------------------------------------------------|---------------|
|                                             | Pemenuhan persyaratan perkuliahan | Persetujuan Pembimbing<br>Persetujuan Prodi |                                                        | Buku Panduan  |
| <b>5 bulan Pelaksanaan Aktifitas Magang</b> |                                   |                                             |                                                        |               |
|                                             | Penyampaian Laporan Akhir         | Laporan Akhir                               | Mahasiswa menyampaikan laporan akhir Proyek Konsultasi |               |

|                                                                                                                                                                                                                                |                                                           |                            |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------|----------------------------|
| <b>Bidang Akademik dan Kemahasiswaan ITB</b>                                                                                                                                                                                   | <b>Kur2013-Program Studi<br/>Magister Sains Manajemen</b> | <b>Halaman 97 dari 100</b> |
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### 39. Kolokium dan Konferensi Internasional (MB6098)

|                                   |                                                                                                                                                                                                                                                                                 |                          |                                                     |                              |
|-----------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|-----------------------------------------------------|------------------------------|
| <b>Kode Matakuliah:</b><br>MB9002 | <b>Bobot sks:</b><br>3 SKS                                                                                                                                                                                                                                                      | <b>Semester:</b><br>I/II | <b>KK / Unit Penanggung Jawab:</b><br>Program Studi | <b>Sifat:</b><br>Pilihan MSM |
| <b>Nama Matakuliah</b>            | Kolokium Internasional                                                                                                                                                                                                                                                          |                          |                                                     |                              |
|                                   | International Colloquium                                                                                                                                                                                                                                                        |                          |                                                     |                              |
| <b>Silabus Ringkas</b>            | The objective of this course is to motivate and to acknowledge students effort to participate a reviewd international colloquium / conference. The required materials for the intended colloquium is a part of students' Thesis.                                                |                          |                                                     |                              |
|                                   | Kelas ini bertujuan memotivasi dan menghargai mahasiswa untuk melakukan kolokium di level internasional, dalam bentuk presentasi pada konferensi internasional yang mempunyai reviewer. Ada pun materi kolokium yang dimaksud adalah merupakan bagian dari Thesis mahasiswa.    |                          |                                                     |                              |
| <b>Silabus Lengkap</b>            | Dengan melaksanakan kolokium internasional, mahasiswa diharapkan terbiasa tampil dalam pertemuan akademis bertaraf internasional. <i>Feed back</i> yang didapatkan dalam kolokium tersebut dapat dijadikan sebagai masukan untuk perbaikan kemajuan Thesis-nya.<br><b>xxii.</b> |                          |                                                     |                              |
|                                   | By participating on an international colloquium, students are expected to get used to actively contributing in international academic meeting. More over, feedbacks that obtained in the colloquium can be used to improve students' Thesis.                                    |                          |                                                     |                              |
| <b>Luaran (Outcomes)</b>          | Mahasiswa diharapkan untuk : <ul style="list-style-type: none"> <li>• Mendapatkan pengalaman dan kepercayaan diri untuk berkiprah dalam pertemuan akademis bertaraf internasional</li> <li>• Mendapatkan umpan balik untuk perbaikan Thesis.</li> </ul>                         |                          |                                                     |                              |
| <b>Matakuliah Terkait</b>         | Desain Penelitian Manajemen                                                                                                                                                                                                                                                     | Prasyarat                |                                                     |                              |
| <b>Kegiatan Penunjang</b>         |                                                                                                                                                                                                                                                                                 |                          |                                                     |                              |
| <b>Pustaka</b>                    | <b>xxiii.</b>                                                                                                                                                                                                                                                                   |                          |                                                     |                              |
| <b>Panduan Penilaian</b>          | Laporan Penilaian yang dinilai oleh pihak –pihak: <ul style="list-style-type: none"> <li>• Pengampu Mata Kuliah (70%)</li> </ul>                                                                                                                                                |                          |                                                     |                              |
| <b>Catatan Tambahan</b>           |                                                                                                                                                                                                                                                                                 |                          |                                                     |                              |

| Mg# | Topik                                     | Sub Topik                        | Capaian Belajar Mahasiswa                                                   | Sumber Materi |
|-----|-------------------------------------------|----------------------------------|-----------------------------------------------------------------------------|---------------|
|     | Pemenuhan persyaratan perkuliahan         | Persetujuan Pengampu Mata Kuliah |                                                                             | Buku Panduan  |
|     | <b>Pelaksanaan Kolokium Internasional</b> |                                  |                                                                             |               |
|     | Penyampaian Laporan Ahhir                 | Laporan Akhir                    | Mahasiswa menyampaikan laporan akhir termasuk usulan perbaikan bahan Thesis |               |

#### 40. Desain Penelitian Manajemen (MB5202)

|                                   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                        |                                                         |                             |
|-----------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------|---------------------------------------------------------|-----------------------------|
| <b>Kode Matakuliah:</b><br>MB5202 | <b>Bobot sks:</b><br>3 SKS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | <b>Semester:</b><br>II | <b>KK / Unit Penanggung Jawab:</b><br>Program Studi MSM | <b>Sifat:</b><br>Wajib. MSM |
| <b>Nama Matakuliah</b>            | Desain Penelitian Manajemen                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |                        |                                                         |                             |
|                                   | Management Research Design                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                        |                                                         |                             |
| <b>Silabus Ringkas</b>            | This course provides hands-on experience of how to develop research proposals i.e. conducting a literature review, finding the research gaps, and choosing the proper methodology. that can be used as a part of students' Thesis.                                                                                                                                                                                                                                                                                                                                                                                                                                            |                        |                                                         |                             |
|                                   | Kelas ini bertujuan memberikan pengalaman bagi mahasiswa cara untuk membuat proposal riset, yaitu bagaimana melakukan studi pustaka, menemukan celah penelitian, serta memilih metodologi riset yang tepat, yang dapat dijadikan sebagai bagian dari Thesis mahasiswa.<br><b>xxiv.</b><br><b>xxv.</b>                                                                                                                                                                                                                                                                                                                                                                         |                        |                                                         |                             |
| <b>Silabus Lengkap</b>            | Utamanya kelas ini dikerjakan secara individual, dengan beberapa pertemuan memberikan panduan teknis tentang bagaimana melakukan studi pustaka, menemukan celah penelitian, serta memilih metodologi riset yang tepat. Mahasiswa diharapkan bekerja secara intensif dengan Pembimbing Thesis, bersamaan dengan kuliah panduan teknis yang terjadwal bagaimana membuat proposal riset. Pada akhirnya mahasiswa diminta membuat laporan akhir dalam bentuk proposal riset yang dapat digunakan sebagai bagian dari Thesisnya.                                                                                                                                                   |                        |                                                         |                             |
|                                   | This course mainly will be individual work, with some guided technical lecture to develop student's skill in conducting literature review, finding research gap, and choosing the proper research methodology. Closely working with Thesis advisor, the courses will be started by saturating students with all relevant references related to their thesis topics, then followed by scheduled guided lecture of how to develop research proposal. At the end, students are required to submit report as the form of research proposal that will be used as the part of their Thesis.                                                                                         |                        |                                                         |                             |
| <b>Luaran (Outcomes)</b>          | Setelah mengambil mata kuliah ini, mahasiswa diharapkan :<br>15. Memahami teknik dan trampil dalam melakukan literature review<br>16. Mengenal berbagai format dalam melakukan literature review<br>17. Tampil dalam melakukan sitasi<br>18. Tahu dan faham bagaimana menghindari plagiarisme<br>19. Mampu melakukan pencarian pustaka yang terkait dengan konsep dan teori manajemen dari berbagai sumber.<br>20. Trampil dalam membaca, membuat ringkasan dan melakukan analisis secara kritis dan sistematis<br>21. Trampil melakukan sintesis studi pustaka pengetahuan terkini yang sesuai dengan riset mahasiswa yang kelak dapat dijadikan sebagai bagian dari Thesis. |                        |                                                         |                             |
| <b>Matakuliah Terkait</b>         | Pemodelan dalam Manajemen<br>Riset Metodologi I                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                        | Prasyarat<br>Prasyarat                                  |                             |
| <b>Kegiatan Penunjang</b>         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                        |                                                         |                             |
| <b>Pustaka</b>                    | Mapping Your THESIS, Barry White, ACER Press, Victoria Australia, 2011                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |                        |                                                         |                             |
| <b>Panduan Penilaian</b>          | <ul style="list-style-type: none"> <li>• Mind-mapping assignments: 20% (1% each report)</li> <li>• Research Philosophy Mapping Report : 10 %</li> <li>• First Progress Report (Resume progress report): 10 %</li> <li>• Critical Review Report : 20 % (10 % each report)</li> <li>• End of semester Final Report: 40 %</li> </ul>                                                                                                                                                                                                                                                                                                                                             |                        |                                                         |                             |
| <b>Catatan Tambahan</b>           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                        |                                                         |                             |

| Mg# | Topik                                                           | Sub Topik                                                   | Capaian Belajar Mahasiswa                                                 | Sumber Materi      |
|-----|-----------------------------------------------------------------|-------------------------------------------------------------|---------------------------------------------------------------------------|--------------------|
| 1   | Pembukaan, Manajemen Kelas, Ekspektasi, dan Rencana perkuliahan | Pembukaan Manajemen Kelas Ekspektasi Rencana Perkuliahan    | Mahasiswa memahami ekspektasi, dan proses pembelajaran dari kelas ini.    | Syllabus JH Ch.1-2 |
| 2   | Teknik melakukan studi pustaka                                  | Teknik pemetaan ide Studi Kritis Penentuan Celah Penelitian | Mahasiswa memahami teknik untuk melakukan studi pustaka                   | JH Ch 3-4          |
| 3   | Pelaksanaan studi pustaka                                       | Pelaksanaan studi pustaka                                   | Mahasiswa melakukan paling tidak studi kritis pustaka dua artikel ilmiah. | AH Ch. 4 - 5       |
| 4   | Pelaksanaan studi pustaka                                       | Pelaksanaan studi pustaka                                   | Mahasiswa melakukan paling tidak studi kritis pustaka dua artikel ilmiah. | AH Ch, 4 - 5       |
| 5   | Pelaksanaan studi pustaka                                       | Pelaksanaan studi pustaka                                   | Mahasiswa melakukan paling tidak studi kritis pustaka dua artikel ilmiah. | JH Ch. 5           |

|                                                                                                                                                                                                                                |                                                       |                            |
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| <b>Bidang Akademik dan Kemahasiswaan ITB</b>                                                                                                                                                                                   | <b>Kur2013-Program Studi Magister Sains Manajemen</b> | <b>Halaman 99 dari 100</b> |
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|    |                            |                                                        |                                                                                                       |          |
|----|----------------------------|--------------------------------------------------------|-------------------------------------------------------------------------------------------------------|----------|
| 6  | Teknik Membangun Referensi | <b>Teknik Sitasi<br/>Menghindari Plagiarism</b>        | Trampil menggunakan standard teknik untuk melakukan sitasi, dan bagaimana cara menghindari plagiarism | JH Ch.6  |
| 7  | Pelaksanaan studi pustaka  | Pelaksanaan studi pustaka                              | Mahasiswa melakukan paling tidak studi kritis pustaka dua artikel ilmiah.                             | AH Ch. 6 |
| 9  | Pelaksanaan studi pustaka  | Pelaksanaan studi pustaka                              | Mahasiswa melakukan paling tidak studi kritis pustaka dua artikel ilmiah.                             | AH Ch. 7 |
| 10 | Filosofi Penelitian        | <b>Epistemologi Penelitian<br/>Ontologi Penelitian</b> | Memahami filosofi penelitian dari perspektif Epistemologi dan Ontologi                                | AH Ch. 8 |
| 11 | Pelaksanaan studi pustaka  | Pelaksanaan studi pustaka                              | Mahasiswa melakukan paling tidak studi kritis pustaka dua artikel ilmiah.                             | SS Ch. 5 |
| 12 | Pelaksanaan studi pustaka  | Pelaksanaan studi pustaka                              | Mahasiswa melakukan paling tidak studi kritis pustaka dua artikel ilmiah.                             | SH Ch. 6 |
| 13 | Pelaksanaan studi pustaka  | Pelaksanaan studi pustaka                              | Mahasiswa melakukan paling tidak studi kritis pustaka dua artikel ilmiah.                             | SH Ch. 7 |
| 14 | Pelaksanaan studi pustaka  | Pelaksanaan studi pustaka                              | Mahasiswa melakukan paling tidak studi kritis pustaka dua artikel ilmiah.                             | AH Ch. 8 |
| 15 | Pelaksanaan studi pustaka  | Pelaksanaan studi pustaka                              | Mahasiswa melakukan paling tidak studi kritis pustaka dua artikel ilmiah.                             |          |
| 16 | Laporan Akhir              | Laporan Akhir                                          | Mahasiswa menyampaikan laporan akhir kelas dalm bentuk Proposal Riset.                                |          |