



**Master Science in Management  
IPB University**

Faculty : Economics dan Management  
Department : Management  
Programme : Master Science in Management

**Brief Profile:**

Master Science in Management was established in 2007. This program is held by the Department of Management, Faculty of Economics and Management in coordination with Graduate School of IPB University. Every year about 50 students enroll in this programme. We have wide international collaboration network in education and research with a number of reputable universities such as Leibniz University of Hannover (Germany), Warsaw University Life of Science (Poland), Universiti Putra Malaysia (Malaysia), and Kasetsart University (Thailand), Heidelberg University (Germany) and KU Leuven (Belgium) to design program with a specialization in Social Security / Protection.

**Vision:**

To be excellent and international oriented master programme in Management to contribute in accelerating sustainable development

**Mission:**

1. To produce graduates in Management that have international competitiveness in accelerating sustainable development
2. To develop high quality research in management through national and international collaboration
3. To develop creativity and innovation in empowering small and medium enterprises based on sustainability principles
4. To apply good governance principles in academic programme which is responsive, transparent, accountable and effective

## Curriculum

Semester	Course code	Courses	credit
I	PPS500	English	3
I	MAN507	Research Methodology for Management	3
I	MAN505	Management and Leadership	2
I	STA513	Statistics For Business, Economy and Industry	3
II	MAN50M	Managerial Decision Making	2
I	MAN506	SMEs and Sustainable Development	2
III	MAN609	Strategic Management	2
III	MAN60N	Capita Selecta / International Exposure	3
III	MAN591	Colloquium	1
III	MAN691	Thesis proposal	2
III	PPS692	Scientific Publication	2
IV	PPS691	Thesis Seminar	1
IV	MAN692	Thesis Exam	2
IV	MAN693	Thesis	6
<b>TOTAL SKS</b>			<b>31</b>
<b>Indepth course on Human Resource Management (elective courses)</b>			
II	MAN543	Strategy and Human Resource Development	2

II	MAN544	Human Resource Performance Management	2
II	MAN545	Knowledge Management	2
II	MAN546	Organizational Change Management and Innovation	2
<b>Indepth course on Finance (elective courses)</b>			
II	MAN515	Digital Finance and Banking	2
II	MAN516	Corporate Finance and Governance	2
II	MAN517	Investment and Portfolio Management	2
II	MAN518	Financial Risk Management	2
<b>Indepth course on Marketing (elective courses)</b>			
II	MAN524	Marketing Communication and Brand Management	2
II	MAN525	Retail and Distribution Strategy	2
II	MAN526	Customer Behavior	2
II	MAN527	Strategic Marketing	2
<b>Indepth course on Operation and Supply Chain (elective courses)</b>			
II	MAN533	Operation Management	2
II	MAN534	Innovation and Quality Management	2
II	MAN535	Logistics and Supply Chain Management	2
II	MAN536	Integrated Project Management	2
<b>Indept course on Digital and Innovation Management (elective courses)</b>			
II	MAN551	Digital Marketing	2

II	MAN552	Digital Operation & Supply Chain	2
II	MAN553	Digital and Innovation Management	2
II	MAN554	Pricing and Product Management	2
<b>Indept course on General Management (elective courses)</b>			
II	MAN527	Strategic Marketing	2
II	MAN535	Logistics and Supply Chain Management	2
II	MAN543	Retail and Distribution Strategy	2
II	MAN516	Corporate Finance and Governance	2
<b>Indepth course on Small and Medium Industry Development (elective courses)</b>			
II	MAN561	Industrial Management	2
II	MAN562	Agro Industry Material Knowledge	2
II	MAN563	Small and Medium Industry Agro Process Technology	2
II	MAN564	Small and Medium Industry Regulation	2
<b>TOTAL SKS</b>			<b>39</b>

## **Courses Description**

### **English 3 (3-0)**

This course develops students' knowledge and ability to use English for two skills: reading and writing in an academic context

Gatot Widodo, S.Pd., M.Pd. (Coordinator)

### **Research Methodology in Management 3 (3-0)**

This course aims to introduce the basics of scientific research which is the basis for conducting analysis related to the application of management science. With this course, it is hoped that students will have knowledge, understanding and application of various research methods in the context of preparing a Scientific Thesis and Publication. In the lecture, various types of research are discussed, the steps of scientific research starting from determining the topic, identifying problems, reviewing literature, determining the focus of the problem, determining variables, design and design, data collection techniques, analysis and drawing conclusions.

Dr. Mukhamad Najib, S.TP, M.M

Representatives of each division

### **Management and Leadership 2 (2-0)**

Provides basic knowledge of management and leadership. Management functions that include planning, organizing, leading and controlling as well as discussing leadership patterns and controlling changes that affect management aspects.

Dr. Ir. Jono M. Munandar, M.Sc

### **SMEs and Sustainable Development 2 (2-0)**

This course provides knowledge and analytical skills to students regarding the role of MSMEs and sustainable development. Topics discussed include the role of SMEs in the economy, starting a business, management challenges in running a business, business conglomeration, business consultancy, franchising, family business, succession issues and MSME business strategies. Sustainable development will discuss the goals of human development to maintain the ability of natural systems to provide natural resources and ecosystem services on which the economy and society depend and also discuss the Sustainable Development Goals (SDGs) that are relevant to this course.

Prof. Dr. Ir. Ma'mun Sarma, M.Sc, M.Ec

Dr. Mukhamad Najib, S.TP, M.M

### **Statistics For Business, Economy and Industry 3 (2-2)**

This course explains the basic concepts of statistical analysis and explains several methods of statistical analysis for both univariate and multivariate data, which can be applied to Business, Economy and Industry. The topics covered in this course are basic statistics, basic concepts of sampling methods, analysis of experimental design data, correlation and regression analysis, categorical data analysis, and several multivariate data analyzes such as principal component analysis and cluster analysis.

Dr. Bagus Sartono, M.Si

Dr. Ir. Anik Djuraidah, M.Si

Dr. Ir. I Made Sumertajaya, M.Si

### **Strategic Management 2 (2-0)**

This course discusses the basic directions of organization and strategic decision making based on internal and external factors, the implementation and evaluation of strategies related to global issues, and specific topics (case analysis).

Prof. Dr. Ir. H. Musa Hubeis, MS. Dipl. Ing ., DEA

Prof. Dr. Ir. H. Herry Suhardiyanto, M. Sc

Dr. Ir. Mimin Aminah, M.M

Dr. Ir. Jono M. Munandar, M.Sc

### **Managerial Decision Making 2 (2-0)**

This course discusses the theory and practice of managerial decision making and the techniques used. The discussion includes the importance of decision making in organizations, decision making behavior, multi-criteria decision making, information systems and technology, risk-based decision making, Analytical Hierarchy Process, Forecasting, Linear Programming, and Structural Equation Models.

Dr. rer. pol. Heti Mulyati, S.T.P., M.T

Prof. Dr. Ir. Marimin, M.Sc

Dr. Alim Setiawan Slamet, S.TP, M.Si

### **Capita Selecta / international exposure 3 credits**

This course aims to enrich management science competencies, self-development and international insight from outside the study program. It can be in the form of international conferences, seminars, international field trips, research attachments, national / international scale competitions etc.

Enrichment course (EC)

### **Colloquium 1 credit**

This is one of the scientific communication media for graduate students to present the substance of thesis / dissertation research and to add scientific insights.

Supervisor

Seminar committee

### **Thesis Proposal 2 credits**

The curriculum of the master program of science includes the obligation to write a research script in the form of a thesis at the end of the study period. The format of the thesis proposal is standardized with the procedures contained in the Guidelines for the Presentation of Scientific Writing. SPs has the authority to assess the thesis proposal of each SPs student, especially on the format and language.

Supervisor

### **Scientific Publication 2 credits**

Students in the master program of science are required to have at least 1 (one) scientific publication related to their thesis research in a national or international accredited journal as a condition for carrying out a thesis examination.

### **Thesis Seminar 1 credit**

It is the presentation of the results of thesis research, in a graduate school student's scientific forum, to disseminate research results, both in writing and orally, to absorb input from the forum in order to improve the thesis, adding scientific insight and improve scientific communication competence

Supervisor

Moderator

### **Thesis Defense 2 credits**

It is the final evaluation after the Master Program's student carry out the research activities, thesis writing and seminars

Supervisor  
Thesis Examiner

### **Thesis 6 credits**

The curriculum of the Master of Science Program includes the obligation to write a research paper in the form of a thesis at the end of the study period. The format of the thesis is standardized by the procedures, which are contained in the Manual Book of Writing Scientific Papers. Graduate School (SPs) of IPB University have the authority to assess the thesis of each SPs's student, especially on the format and language. The thesis must be submitted to SPs no later than 3 months after the exam has been held out.

Supervisor

### **Strategy and Human Resource Development 2 (2-0)**

In the HR Strategy and Development subject are discusses the concepts of human capital management, strategic human capital management, HR capability acquisition, job analysis and design, HR strategy management, competency models, training and learning management, talent and succession management, and compensation systems

Prof. Dr. Ir. Syamsul Ma'arif, M. Eng  
Dr. Ir. Anggraini Sukmawati, M.M

### **Human Resource Performance Management 2(2-0)**

This course discusses the scope, concepts and elements of the performance management; performance management system; performance appraisal method; performance management interviews, competency-based performance management, competency-based performance planning, competency-based performance appraisal; competency-based performance rewards

Prof. Dr. Ir. Syamsul Ma'arif, M. Eng  
Dr. Ir. Anggraini Sukmawati, M.M

### **Knowledge Management 2(2-0)**

After taking the Knowledge Management course, students will understand the concepts of knowledge as a source of competitive advantage, the processes of knowledge creation in organizations, the role and benefits of implementing knowledge management in organizations, how to build a learning organization and the technology support for the successful application of knowledge management. Performance measurement methods, application of knowledge management and research in the scope of knowledge management

Dr. Ir. Anggraini Sukmawati, M.M  
Dr. Elisa Anggraeni, S.T.P, M.Sc



### **Organizational Change Management and Innovation 2(2-0)**

After taking the Organizational Change and Innovation Management course students will understand the conceptual and practical framework related to the design, implementation and change evaluation of effective organizational development in the context of organizational strategy, as well the key factors for successful implementation of changes and the strategies towards organizations that deeply care for the demands of innovation.

Dr. Ir. Anggraini Sukmawati, M.M

Prof. Dr. Ir. Syamsul Ma'arif, M. Eng

### **Financial Risk Management 2(2-0)**

Discussing the company's financial risks from the limitation and identification of risks, which have an impact on the value of company assets, the measurement and valuation, as well the application to the research in the financial sector.

Dr. Ir. Budi Purwanto, ME

Dr. rer. pol. Heti Mulyati, STP, MT

### **Marketing Communication and Brand Management 2(2-0)**

This course discusses the role of marketing communication in a company to succeed the company goals, marketing communication strategies and brand management that covers managing brands, seven brand approaches and brand taxonomy.

Prof. Dr. Ma'mun Sarma, M.S, M.Ec

Dr. Ir. Jono M. Munandar, M.Sc

### **Retail and Distribution Strategy 2 (2-0)**

Provide the students the ability to analyze and to manage the distribution and retail channels which directly connects the company's products to end consumers. In this lecture will discuss the importance of distribution channels in marketing, including the strategies that companies can develop in distributing their products through how to manage a competitive retail strategy in the midst of a competitive situation where the intensity level is getting higher.

Dr. Mukhamad Najib, S.T.P, MM

### **Customer Behavior 2(2-0)**

Customer Behavior course is a course for students to study how consumers, marketers, and technology interact; to know how the factors could affect the consumers as individuals; the relationship between communication and consumer behavior; how consumers behave in the social and cultural

management; the consumer decision making process, and its relationship to ethics marketing

Prof. Dr. Ir. Ujang Sumarwan, M.Sc  
Dr. Ir Lilik Noor Yulianti, M.FS.A  
Dr. Irni Rahmayani Johan, S.P., M.M  
Dr. Megawati Simanjuntak, S.P., M.M

### **Strategic Marketing 2(2-0)**

This course discusses the role of strategic marketing as part of corporate and business strategy, analysis of marketing strategy cases, the formulation, implementation and the control of marketing strategies.

Dr. Ir. Jono M. Munandar, M.Sc

### **Operation Management 2(2-0)**

This course discusses the theory and practice of operations management to produce competitive and sustainable goods and services. The discussion includes an introduction to operations management and the industrial revolution, lean and green production, product design, process strategy, capacity planning, location determination, layout, inventory management, material requirements planning, production scheduling, and work measurement.

Dr. rer. pol. Heti Mulyati, STP, MT  
Prof. Dr. Ir. H. Musa Hubeis, MS. Dipl. Ing., DEA  
Dr. Eko Ruddy Cahyadi, S.Hut, MM  
Dr. Alim Setiawan Slamet, S.TP, M.Si

### **Innovation and Quality Management 2(2-0)**

This course is given to enrich students with the knowledge to be able to discuss the concepts quality, the systems and quality management as well the quality analysis tools in the production sector as well as services.

Dr. rer. pol. Heti Mulyati, STP, MT  
Prof. Dr. Ir. H. Musa Hubeis, MS. Dipl. Ing., DEA  
Dr. Eko Ruddy Cahyadi, S.Hut, MM  
Dr. Alim Setiawan Slamet, S.TP, M.Si

### **Logistics and Supply Chain Management 2(2-0)**

This course discusses supply chain management science, supply chain strategy, network design, distribution network options, sourcing decisions, cycle inventory, transportation, warehousing, sustainable and global supply chain.

Dr. Eko Ruddy Cahyadi, S.Hut., M.M

Dr. rer.pol Heti Mulyati, S.TP, M.T

### **Integrated Project Management 2 (2-0)**

This course discusses the science of project management, systems and model approaches, business scale feasibility analysis tools and project management in a broad sense in the fields of production or services.

Dr. Eko Ruddy Cahyadi, S.Hut., M.M

Prof. Dr. Ir. H. Musa Hubeis, MS. Dipl. Ing., DEA

### **Industrial Management 2(2-0)**

Discusses the meaning and the scope of systems and production management in industrial management according to the economies of scale (especially small and medium industries) and the constituent components (HR, natural resources and artificial resources), as well the effects of other changes (quality, policies and strategies, R&D, organization, etc.).

Prof. Dr. Ir. H. Musa Hubeis, MS, Dipl. Ing, DEA

Prof. Dr. M.H. Bintoro, M.Agr

Dr. Wini T

### **Agro Industry Material Knowledge 2 (2-0)**

This course describes the general characteristics of various agricultural commodities (vegetable and animal) to be traded as fresh or as raw materials to the food industry. The characteristics described include morphology, physical character, chemical composition, post-harvest changes (post-mortem) and the storage technology. Decomposition based on commodity group

Dr.Ir. Sapta Raharja, DEA

Dr.Ir. Nurheni SP, MSi.

Prof.Dr.Ir. Fransiska Zakaria

### **Small and Medium Industry Regulation 2 (2-0)**

Understanding of laws and regulations as well as the problems faced by the small and medium industries

Prof. Ahmad sulaeman

Prof.Dr.Ir. Hanny Wijaya, MSc,

Dr. Efridani Lubis

## **Digital and Innovation Management**

This course provides a comprehensive understanding on digital and innovation management by integrating the roles of technology, market, and organization to deliver excellent innovation. In this course, you will learn innovation concepts, types of innovation, innovator's dilemma, case studies on success and failure of innovation, diffusion of innovation, innovation and digital ecosystem, digital transformation on business, commercialization of research and innovation, and management of intellectual property rights. Students will design, implement and present a project of innovation at the end of course.

Dr. Eko Ruddy Cahyadi, S.Hut., M.M

## **Digital Marketing**

This course explains digital marketing including the concepts, strategies and tools needed to develop the right digital marketing strategy for a dynamic market environment. This course covers Introduction to digital marketing, Digital models, Digital customers, Social media marketing, Designing digital experiences, Traffic building, Customer lifecycle communications and CRM, Managing digital marketing and digital marketing planning.

Dr. Yani Nurhadryani, S.Si ., M.T.

## **Digital Operation & Supply Chain**

Analyzing factors involved in digital supply chain transformation. Develop an in-depth understanding of the perspectives, roles and decisions of relevant stakeholders in transforming supply chains in the digital age. Covers digital supply chain capabilities (Visibility, Agility, Collaboration, Omnichannel), technology roles (Blockchain, IoT, AI, Digital Twins), processes and organizations, and digital platforms and performance. Discusses relevant case studies of digitally transformed supply chains, covering the topic of long-term competitive advantage from successful case studies, through operations and digital value enhancement. Includes presentations, guest executive speakers, simulations, team projects and case discussions, and experiential learning.

Dr. Alim Setiawan Slamet, S.TP, M.Si

## **Pricing and Product Management**

This course is given to equip students with insightful knowledge about basic theoretical concepts and stages in product development and pricing strategies so that they can integrate marketing mix strategies in an organization.

Dr. Ir. Jono M. Munandar, M.Sc