

ALUR MATA KULIAH PROGRAM STUDI MAGISTER ADMINISTRASI BISNIS



Bagan Mata Kuliah MAB UNPAR Konsentrasi General Business

Semester Gasal (odd semester)	Semester Genap (even semester)	Semester Gasal (odd semester)	Semester Genap (even semester)
Teori dan Perilaku Organisasi (Theory and Organizational Behavior) 3 sks	Kepemimpinan Bisnis Global (Global Business Leadership) 3 sks	Kapita Selektta 3 sks	Kemajuan Penelitian 2 Tesis 3 sks
Strategi Bisnis dan Korporasi (Business Strategic and Corporation) 3 sks	Analisa Bisnis Global (Global Business Analysis) 3 sks	Publikasi Artikel Ilmiah 6 sks	
Metodologi Penelitian dan Penulisan Ilmiah (Research Methodology and Scientific Writing) 3 sks	Organisasi Belajar dan Manajemen Pengetahuan (Learning Organization and Knowledge Management) 3 sks		
Kewirausahaan Strategik : inovasi dan penciptaan nilai (Strategic Entrepreneurship : Innovation and value creation) 3 sks	Pemodelan Bisnis (Business Modelling) 3 sks		
Usulan Penelitian Tesis 3 sks	Tata kelola (Corporate Governance) 3 sks		
Mata kuliah Pilihan 1 (elective course 1) 3 sks	Kemajuan Penelitian 1 Tesis 3 sks		
Mata kuliah Pilihan 2 (elective course 2) 3 sks	Matakuliah Pilihan 3 (elective course 3) 3 sks		
Mata kuliah pilihan untuk MK Pilihan 1 & 2 (List of Elective 1 & 2)	Mata kuliah pilihan untuk MK Pilihan 3 (List of Elective 3)		
Pengelolaan Risiko dan Analisa Investasi (Enterprise Risk Management and Investment Analysis)	Manajemen dan Komunikasi Lintas Budaya (Management and Cross-cultural Communication)		
Inovasi dan Keberlangsungan Bisnis (Innovation and Business Sustainability)	Perilaku Konsumen dan Praktek Pemasaran Global (Consumer Behavior and Global Marketing Action)		
Bisnis Kreatif (Creative Business)	Bisnis Retail Global (Global Retail Business)		
Negosiasi Bisnis (Business Negotiation)	Pemasaran Digital (Digital Marketing)		
Hubungan Industrial (Industrial Relations)			
Rantai Pasok Global (Global Value Chain)			
Kewirausahaan Sosial (Social Enterprise)			



Bagan Mata Kuliah MAB Konsentrasi Bisnis Rumah Sakit UNPAR

Semester Gasal (odd semester)	Semester Genap (even semester)	Semester Gasal (odd semester)	Semester Genap (even semester)
Teori dan Perilaku Organisasi (Theory and Organizational Behavior) 3 sks	Kepemimpinan, Inovasi, dan Strategi Pengembangan Rumah Sakit (Leadership, Innovation, and Strategy Development for Hospital) 3 sks	Kapita Selektif (student mobility / internship / mentoring) 3 sks	Kemajuan Penelitian 2 Tesis 3 sks
Strategi Bisnis dan Korporasi (Business Strategic and Corporation) 3 sks	Analisa Bisnis Global (Global Business Analysis) 3 sks	Publikasi Artikel Ilmiah 6 sks	
Metodologi Penelitian dan Penulisan Ilmiah (Research Methodology and Scientific Writing) 3 sks	Organisasi Belajar dan Manajemen Pengetahuan (Learning Organization and Knowledge Management) 3 sks		
Kewirausahaan Strategik : inovasi dan penciptaan nilai (Strategic Entrepreneurship : Innovation and value creation) 3 sks	Pemodelan Bisnis (Business Modeling) 3 sks		
Strategi Pemasaran untuk Rumah Sakit (Marketing Strategy for Hospital Industry) 3 sks	Tata kelola Rumah Sakit (Hospital Corporate Governance) 3 sks		
Teknologi Kesehatan dan Sistem Informasi Rumah Sakit (Health Tech & Hospital Information System) 3 sks	Manajemen Operasi dan Kualitas Layanan Rumah Sakit (Operation and Service Quality Management in Hospital Industry) 3 sks		
Usulan Penelitian Tesis 3 sks	Kemajuan Penelitian 1 Tesis 3 sks		

Berikut adalah daftar mata kuliah konsentrasi *Business Analytics* (catatan: yang diberi efek warna di kode mata kuliah adalah yang diajukan sebagai adendum).

Tabel 3. Mata Kuliah MAB konsentrasi *Business Analytics*

Mata Kuliah MAB - Konsentrasi Business Analytics UNPAR		
Kode Mata Kuliah	Nama Mata Kuliah	SKS
Semester Gasal (Semester 1)		
Mata Kuliah Wajib		
MBA235015-03	Teori dan Perilaku Organisasi (Theory and Organizational Behavior)	3
MBA235025-03	Strategi Bisnis dan Korporasi (Business Strategic and Corporation)	3



Bagan Mata Kuliah MAB Konsentrasi Business Analytics UNPAR

Semester Gasal (odd semester)	Semester Genap (even semester)	Semester Gasal (odd semester)	Semester Genap (even semester)
Teori dan Perilaku Organisasi (<i>Theory and Organizational Behavior</i>) 3 sks	Kepemimpinan Bisnis Global (<i>Global Business Leadership</i>) 3 sks	Proyek Analisis Data Bisnis (<i>Business Data Analytics Project</i>) 3 sks	Kemajuan Penelitian 2 Tesis 3 sks
Strategi Bisnis dan Korporasi (<i>Business Strategic and Corporation</i>) 3 sks	Analisa Bisnis Global (<i>Global Business Analysis</i>) 3 sks	Publikasi Artikel Ilmiah 6 sks	
Metodologi Penelitian dan Penulisan Ilmiah (<i>Research Methodology and Scientific Writing</i>) 3 sks	Organisasi Belajar dan Manajemen Pengetahuan (<i>Learning Organization and Knowledge Management</i>) 3 sks		
Kewirausahaan Strategik : inovasi dan penciptaan nilai (<i>Strategic Entrepreneurship : Innovation and value creation</i>) 3 sks	Pemodelan Bisnis (<i>Business Modelling</i>) 3 sks		
Sistem Intelijen Bisnis (<i>Business Intelligence System</i>) 3 sks	Fundamental Bisnis Analitik (<i>Business Analytics Fundamental</i>) 3 sks		
Analisis Modal Manusia dan Keuangan (<i>Human Capital and Financial Analytics</i>) 3 sks	Analisis Teks untuk Bisnis (<i>Text Analysis for Business</i>) 3 sks		
Usulan Penelitian Tesis 3 sks	Kemajuan Penelitian 1 Tesis 3 sks		