



UNIVERSITAS INDONESIA
FACULTY OF ECONOMICS
AND BUSINESS
INTERNATIONAL
UNDERGRADUATE
PROGRAM

SYLLABUS
INTRODUCTION TO BUSINESS ECMU601001 (2
Credits) ODD SEMESTER 2021/2022

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Course Code	ECMU601001
Class Name	Introduction to Business
Credit Value	2 Credits
Period	Odd Semester/2021-2022
Time	Monday, 11.00-13.30
Subject Type	Degree Program Compulsory
Prerequisite	None
Subject Objectives	<p>After taking this subject, students are expected to be able to understand:</p> <ol style="list-style-type: none"> 1. Business as an entity and elements of business environment Various forms of business organizations ownership and current developments/trends in organizational collaboration 2. Business management and top management point of view 3. Integrative basic concepts and principle of management function: <ol style="list-style-type: none"> a. Marketing b. Human Resource c. Production/Operation d. Accounting and Finance 4. Understand various developments in business management such as globalization effect, e-business, the role of capital market, and relevant legislation in current condition.
Subject Learning Outcomes	<p>AACSB Learning Goal (LG) and Learning Objective (LO)</p> <ol style="list-style-type: none"> 1. LG: Basic Knowledge - Students understand basic business and economics concept <ol style="list-style-type: none"> a. LO: Students are able to explain basic theories of business and general management (LO1) <p>Trait 2: Able to explain the purpose and importance of different types of functional and operational areas within organizations. (T2)</p> <p>Trait 3: Able to describe types of business legal forms and business cooperation. (T3)</p>

Class Timetable	Week	Topic	Subtopics	References
	1	Understanding Business and Business Environment (by Lecturers)	The definition of business and Economic System, Business Risk Taking Business Environment	NMM 1 & 2
	2	Globalization, Business Ethics, Social Responsibility	Competition in the Global Market The Importance of Ethics in Business The Concept of Corporate Social Responsibility (CSR)	NMM 3 & 4
	3	Business Entities & Legal Entities [Trait 3: Able to describes types of business legal forms and business cooperation]	Sole Proprietorship Firm CV Limited Liabilities Cooperation State-owned enterprises (SOE) Specific forms of company ownership	NMM 5 UU No. 40, 2007 UU No. 25, 1992 UU No. 19, 2003 UU No. 5 1999
	4	Micro, Small, and Medium Enterprises, Entrepreneurship	Micro, Small, and Medium Enterprises (MSMEs) and Their Role Entrepreneurship Failure / success of small business Starting a Small Business Financing Small Business (Securities Crowdfunding)	NMM-6 UU No.20, 2008 UU Ciptaker

5	<p>Management, Leadership, Organization of Business</p> <p>Trait 2: Able to explain the purpose and importance of different types of functional and operational areas within organizations]</p>	<p>Management Functions Principle</p> <p>s-Organizing</p> <p>Organizational structure</p> <p>(Note: Every team must submit the name of small business for observation report)</p>	NMM 7 & 8
MID TERM EXAM			
6	Production and Operations Management	<p>Definition of Production and Operations Management</p> <p>Production / Operation Process</p> <p>Production / Operation Planning and Controlling</p>	NMM 9
	Human Resources Management 1	Motivating Employees	NMM 10
7	Human Resources Management 2	<p>Human resource planning</p> <p>Staffing</p> <p>Human resource development</p> <p>Compensation</p> <p>Industrial relation</p>	<p>NMM 11 & 12</p> <p>UU Perjanjian Kerja bersama UU Ciptaker UU Perselisihan Hubungan Industrial UU K3</p>

	8	Marketing, product and price development	Marketin g Definition Marketing Mix Market Segmentatio n Market Research Product Decision and Development Product Pricing	NMM 13, 14
	9	Product and promotion distribution	Distributio n Channel Promotion	NMM 15,16
	10	Accounting and Financial Management Function	Financial Statement Financial Role of Financial Managers The Need / Use of Short and Long- Term Financing Sources of Short-Term and Long- Term Financing	NMM 17,18
	FINAL TERM EXAM & OBSERVATION REPORT			

Teaching Methods	<p>The teaching method in this course uses the SCL method (Student Centered Learning), which consists of:</p> <ol style="list-style-type: none">1. Presentation2. Group Assignment (Must follow the Health Protocol during COVID-19 pandemic)3. Quiz <p>Participation:</p> <p>Every student is required to actively participate in teaching and learning activities, in the form of:</p> <ol style="list-style-type: none">1. The group weekly presentation before Mid Exam is divided into 6 groups after the Mid Exam is divided into 10 groups according to the reading material available each week.2. 10 groups after the Mid Exam is also the group for the final project3. Each week is required to make a group summary related to the topic each week, this task is carried out starting from the topic of the second meeting.4. Asking questions according to the topic of discussion.5. Be prepared to answer questions.6. Discuss issues related to the topic of discussion.7. Before the Mid Exam at the fifth meeting, each group is required to have proposed the name of a SMEs (Small Medium Enterprise) for the final project. <p>Students must read material from reading books and other supporting materials provided to engage in participation.</p> <p>Presence:</p> <p>Attendance of students at least 80% of the number of meetings:</p> <ol style="list-style-type: none">1. Maximum 2 times absent without reason.2. Students who are present 15 minutes after class starts are considered absent.																																							
Score Components	<table><tr><th>Description</th><th>Percentage Evaluation</th><th>Explain the purpose and importance of different types of functional and operational areas within organization</th><th>Explain the external and internal factors that may influence the strategy of an organization</th><th>Describes types of business legal forms and business cooperation</th></tr><tr><td>Participation</td><td>5%</td><td></td><td></td><td></td></tr><tr><td>Quiz*</td><td>10%</td><td></td><td></td><td></td></tr><tr><td>Weekly Task (handwritten) and Group Presentation</td><td>15%</td><td></td><td></td><td></td></tr><tr><td>Observation Report (Small Business)</td><td>20%</td><td></td><td></td><td></td></tr><tr><td>Mid Term Exam</td><td>25%</td><td></td><td></td><td></td></tr><tr><td>Final Term Exam</td><td>25%</td><td></td><td></td><td></td></tr></table>					Description	Percentage Evaluation	Explain the purpose and importance of different types of functional and operational areas within organization	Explain the external and internal factors that may influence the strategy of an organization	Describes types of business legal forms and business cooperation	Participation	5%				Quiz*	10%				Weekly Task (handwritten) and Group Presentation	15%				Observation Report (Small Business)	20%				Mid Term Exam	25%				Final Term Exam	25%			
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	Total	100%			
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	<p>* Quiz is given to assess students' basic knowledge of business management according to the traits of the column that has been checked above.</p>	
Learning Method Details	<p>The specific learning method used in this course is the SMEs Observation Report (Group Paper Task) with the following details: Each group is assigned to observe SMEs.</p> <p>Reports are uploaded to EMAS (E-Learning Management Systems) UI and collected during Final Exam period with the following paper format:</p> <ol style="list-style-type: none"> 1. The total number of pages between 5-15 pages (not including the cover page, statement of authorship, table of contents, references, and photos). 2. Font Times New Roman 12 ; space 1.5; normal margin. 3. The contents section consists of: <ol style="list-style-type: none"> a. Business profile, legal form, organizational structure and business environment b. Human resource aspects c. Marketing aspects d. Operation aspects e. Financial aspect f. Conclusions and recommendations 	
Expected Student Learning Effort		
	Class contracts for 1 semester :	
	Lecture/Presentation	25 Hours
	Collaborative Learning	25 Hours
	Independent Learning	25 Hours
	Other student study effort:	
	Project/task/test preparation	10 Hours
Subject Materials	<p>Required readings: Nickels, W. G., James McHugh, dan Susan MacHugh, Understanding Business, 12th Edition, McGraw Hill-Irwin International Edition, 2019 (NMM)</p> <p>Additional readings: Pride, W. M., Hughes, R. J., & Kapoor, J. R. (2019). Foundations of business. Cengage Learning.</p>	
Plagiarism	<p>Plagiarism is taking other people's words/sentences/ideas partially or completely without mentioning the source. If students use words/sentences from other authors, the source must be stated.</p> <p>Plagiarism includes copying part or all of another student's work or copying from books, journals, web, newspapers, magazines and others.</p> <p>Plagiarism also includes auto-plagiarism, auto-plagiarism is using your own words/sentences/ideas from assignments/papers that have been submitted for</p>	

	<p>assessment without mentioning the source.</p> <p>In accordance with the rules of conduct and student code of ethics as stated in the FEB UI Manual book, students are prohibited from plagiarism and will be subject to sanctions if they commit plagiarism.</p> <p>Sanctions for plagiarism:</p> <p>Once, at least the paper is given a score of zero, maximum F</p> <p>Twice, related subject is given F</p> <p>Three times, expelled from the Management Department of FEB UI</p>
Statement of Authorship	<p>It is mandatory that a Statement of Authorship must be included and posted on the front page of the assigned paper.</p> <p style="text-align: center;">Statement of Authorship</p> <p>I/We the undersigned declare to the best of my/our ability that the paper/assignment herewith is an authentic writing carried out by myself/ourselves. No other authors or work of other authors have been used without any reference to its sources.</p> <p>This paper/assignment has never been presented or used as a paper assignment for other courses except if I/we clearly stated otherwise.</p> <p>I/We fully understand that this assignment can be reproduced and/or communicated for the purpose of detecting plagiarism.</p> <p>Name : Student's ID Number : Signature : Course : Paper/Assignment Title: Date : Lecturer :</p> <p>(Signed by all and every single student if it's a group assignment)</p>