

SCHEDULE AND LECTURER OF ASSIGNMENT
MASTER OF SCIENCE IN MANAGEMENT
ODD SEMESTER 2025/2026

No	Subject Code	Subject	Credit	Prerequisite	Description
1	ECMS809901	Introductory Finance and Banking	3	None	This course provides a comprehensive examination of the intricate relationships between monetary policy, the supply of money, and financial intermediary institutions. Students will explore how these elements interact and influence financial markets, gaining the ability to analyze the impacts of monetary policy decisions on economic stability and market behavior. The course emphasizes critical thinking and analytical skills, enabling students to understand the dynamics of financial systems and their implications for policy and investment strategies. Students will develop a robust understanding of the factors that drive financial market outcomes and the role of financial intermediaries in shaping economic landscapes.
2	ECMS809902	Financial Statement Analysis	3	None	This subject provides comprehension regarding Financial Statement from Users' perspective, most particularly investors. Further, this subject also teaches students to understand the role of accounting information in modern organization and management. Finally, this subject also gives understanding about the economic effect of the accounting policy choices as reflected in the Financial Statements.
3	ECMS808819	Research Methods in Management	3	None	This course provides students with knowledge regarding design and conduct of empirical research in management, both through qualitative and quantitative methodologies. It will be done by examining authoritative texts in research methodologies as well as recent seminal published work in selected areas of management. After taking this subject students are expected to have a high level of research desain skills in qualitative methodology, problem solving, statistical reasoning, application of theory to practice, evaluation and synthesis of data, and the ability to utilize computer software.
4	ECMS809903	Corporate Finance	3		

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5	ECMS808820	Business Ethics & Sustainability	3	None	This is a seminar course requiring proactive participation of the students to seek and critically reviews various theories in ethics, business ethics, corporate governance as well as social capital. The goal is to instill students' ability to critically views reality and theoretical modelling as proposed by various literature and research works.
6	ECMS809908	Digital Marketing	3	None	The Digital Marketing course provides an understanding of marketing strategies through digital platforms such as the Internet, social media, and mobile devices. Students learn digital marketing tactics, including content marketing, online advertising, and search engine optimization. Focusing on data analysis and direct interaction with customers, this course equips students with the skills to design and execute effective digital marketing campaigns in today's digital age.
7	ECMS809909	Consumer Behavior in Digital Era	3	None	After taking this subject, students are expected to understand why consumers act as they do in the marketplace. Students are equipped with theoretical and conceptual knowledge, heavily on both psychological and sociological. Consumer behavior is a process; recognizing important concepts, theories and research findings on consumer behavior; and how to apply the results of consumer research into marketing programs. This course provides students with an overview of concept, theory and research in the area of consumer behavior, and their implications for real-life marketing situations in digital era contextually.

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8	ECMS808821	Strategic Management	3	None	This course introduces the current trends in theories and practices of Strategic Management, related to the structure of corporate level strategy, business level strategy, and functional level strategies. It explores critical aspects related to developing corporate competitiveness; among others, creating values in the market place, developing internal resources and capabilities, positioning competitively in the industry, directing corporate growth in diversification; with the overall perspective to sustain competitive advantage with high performance in the midst of environmental uncertainty.
9	ECMS809915	Strategic Process	3	None	Strategy process research studies how strategies are envisioned, implemented, changed, and governed– be it via deliberate or emergent processes. During these times of increasing global challenges, unexpected shocks, as well as ongoing technological changes, studying and understanding strategy processes are more important than ever. A major role of strategy process research is to act as an integrative bridgehead within the broader strategic management domain to understand the dynamics of strategic elements over time (Strategic Management Society, Interest Group Strategy Process)
10	ECMS809916	Organizational Behavior and Change Pro	3	None	Students are able to analyze and evaluate the impact of digital transformation on the economy, society, and global business. Students are able to analyze and evaluate the impact of digital transformation on the economy, society, and global business. Students are able to prepare drafts, edit, and present academic research results through various formats and platforms.

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11	ECMS809917	Dynamic Business Environment	3	None	This course gives special focus on the dynamic business environments which have experienced turbulence, high uncertainty, and complexity. The change may include market and non-market factors such as political environment, law, demography, socio-cultural, and natural environment. This class attempts to discuss and understand those business environments being faced by businesses and organizations.
12	ECMS809921	HRM for Competitive Advantage	3	None	This subject discusses the importance of a paradigm shift from the old paradigm toward a new paradigm that positions human resources as company's capital. The consequence of the new paradigm is the birth of company management approach, which places human resource as investors. This subject also discusses the implication of the new paradigm toward the practice of human resource company management.