

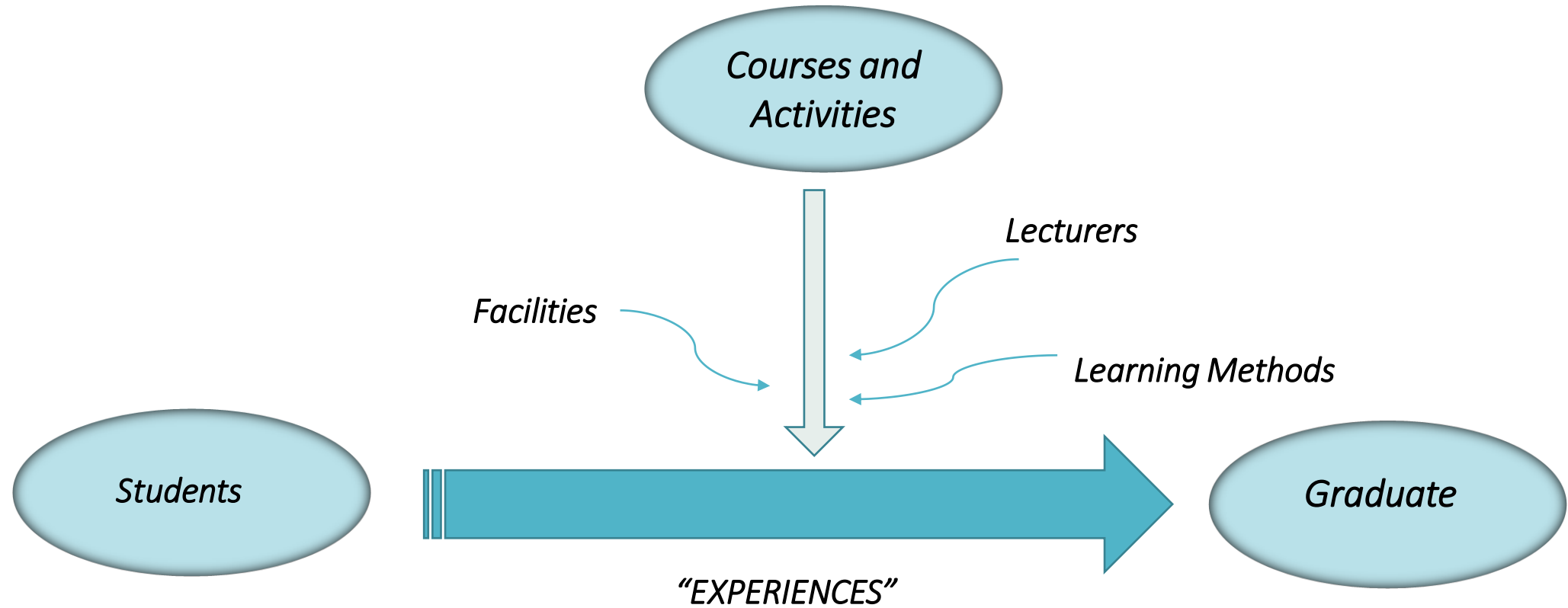
Desain Kurikulum

Dony Abdul Chalid Ph.D.

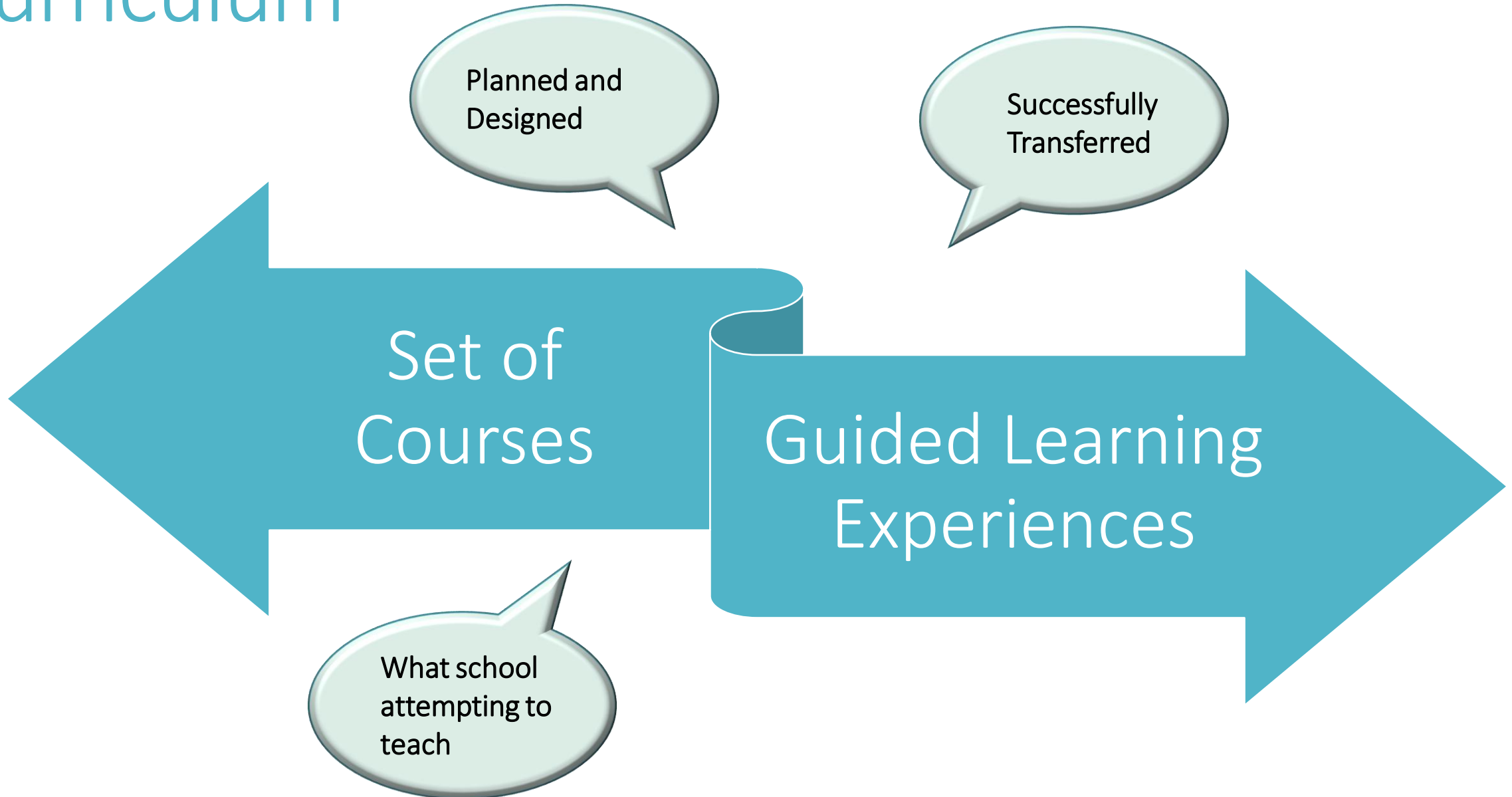
Ketua Departemen Manajemen

Fakultas Ekonomi dan Bisnis, Universitas Indonesia

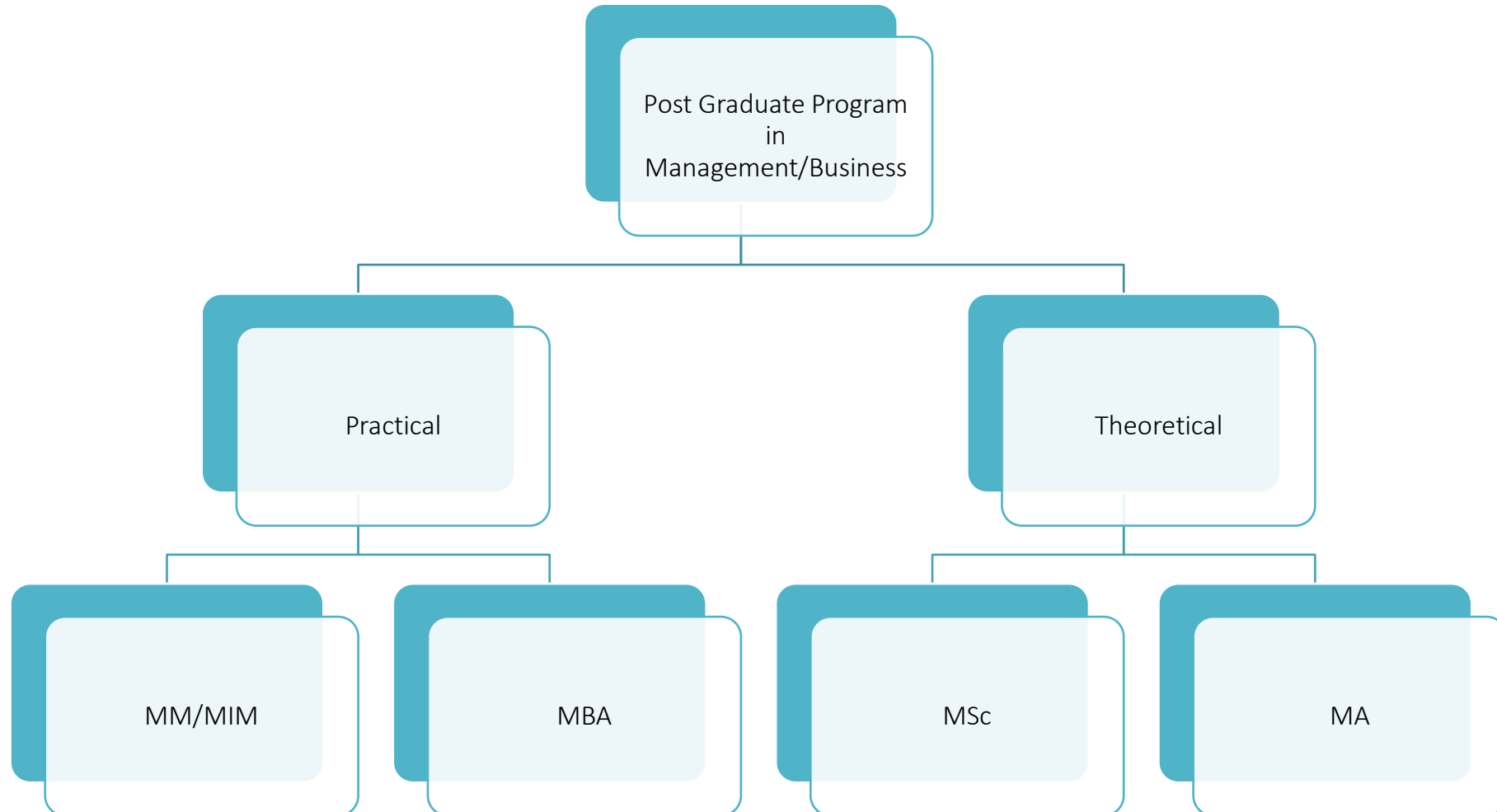
Elements of Study Program



Curriculum



Which one is our program?



Which one is our program?

Input		Emphasize	
		Theoretical	Practical
	Experiences Required (Work or Education)	MSc	MBA
	No Experiences Required (Work or Education)	MM/MIM	MA

Comparisons Between Elements

Type	Input	Courses Portfolio	Methods	Research activities	Soft Skill Development	Output
MBA	Working Experiences, Basic knowledge	70% (General Management), 30% (Specialty)	Cases	Low	High	Manager Ready
MM/ MIM	No working Experiences, No basic knowledge	70% (General Management), 30% (Specialty)	Knowledge transfer	Medium	Medium	Knowledgeable in Management/ Business
MSc	No working Experiences, basic knowledge	70% (in one of area in management), 30% (More Specialty)	Critical review, Practical Assignment	High	Low	Expertise

Scientific Rigor vs Practical Relevance

We believe it is necessary to strike a balance between scientific rigor and practical relevance

	Societal Impact		
Teaching	Professional	Knowledge Economy	Research
	Social Science	Economics and Business	
	Scholarly impact		

Next: Mission Alignment

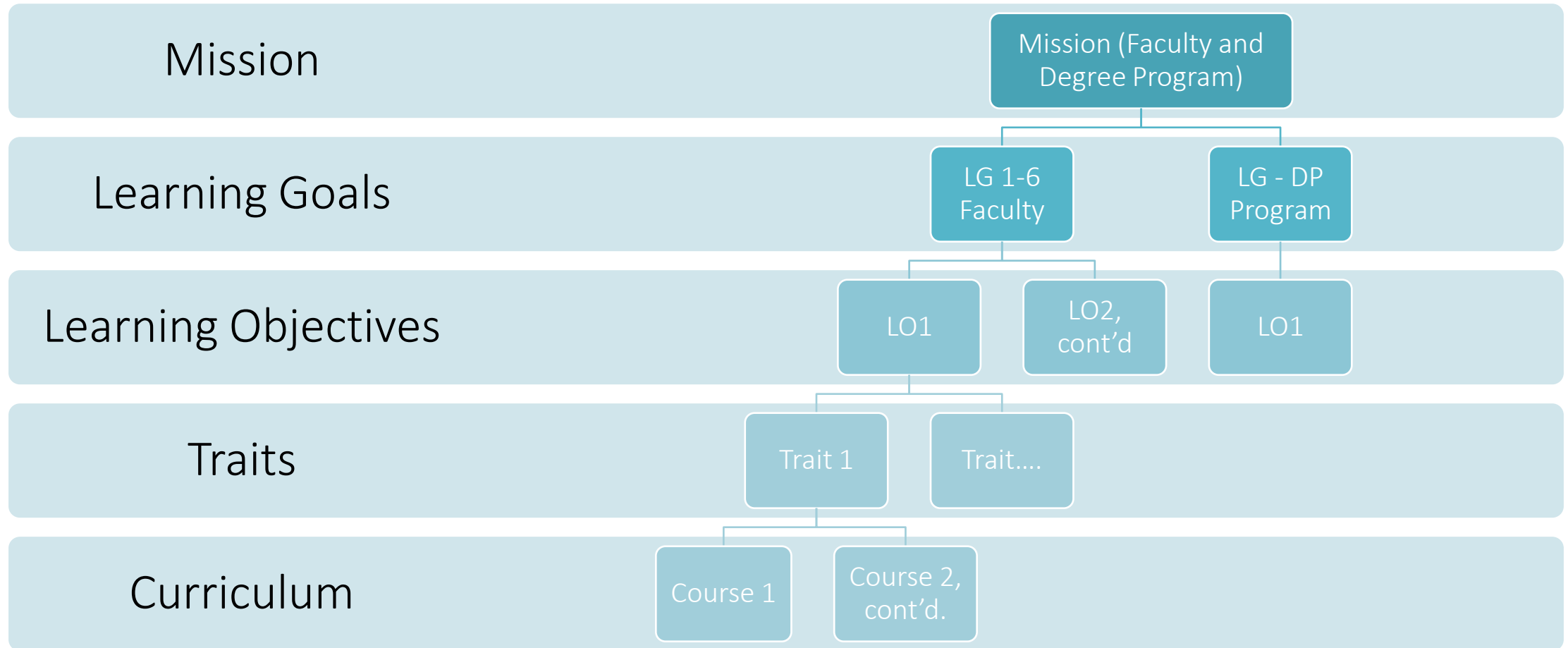
The Importance of Mission

- All schools' activities must be related to the mission achievement purpose
- Linked with Graduate Profile
- Increase motivation yet reasonable (fit with the resources)

Curriculum and Mission

- Develop graduate that in line with school's mission
- Interdependent

Cascading Mission to Curriculum

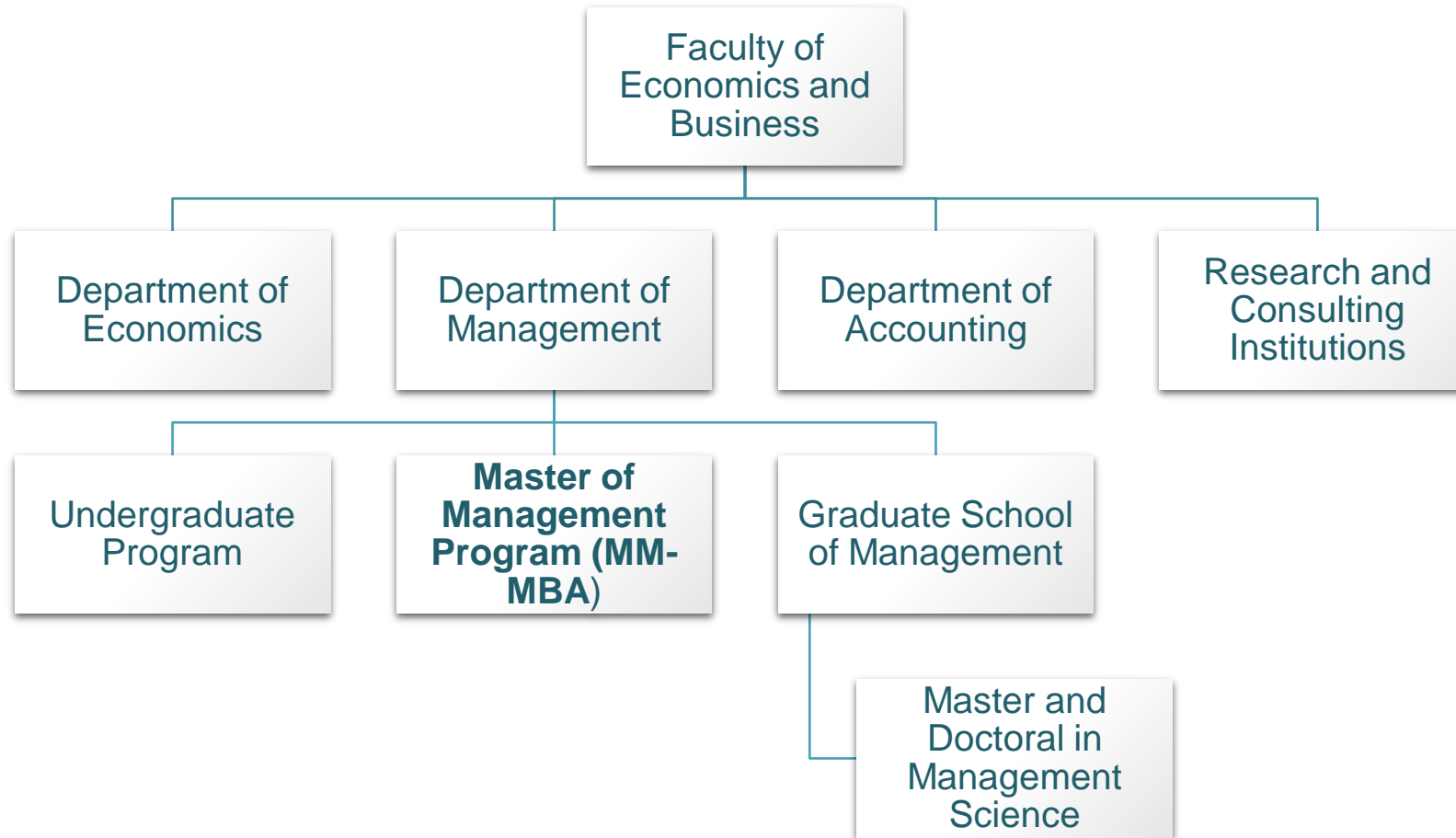


Major Areas of Knowledge

- (i) the production process, marketing and financing; **Management Functions**
- (ii) accounting, quantitative methods and analytics, and MIS (including digital innovations); **Data Management**
- (iii) organisation theory, behaviour, HRM issues and interpersonal communications; **People Management**
- (iv) **Operational management**;
- (v) macro and micro **economics**;
- (vi) business research methods and consultancy skills; **Research Methods**
- (vii) **business environment** , including: legal systems; demographics; ethical, social, and technological change and risks;
- (viii) explicit coverage of the ability to respond to and manage change; **Change Management**
- (ix) business policy and strategy; **Strategic Management**
- (x) **leadership** and **entrepreneurship**;
- (xi) sustainability, ethics and risk management; **Social responsibility**
- (xii) further **contemporary issues**, such as creativity, innovation, e-commerce, and knowledge management; and
- (xiii) the international dimension and globalisation. **Internationalisation**

MMUI Experiences

STRUCTURE



The School Degree Program (MMUI)

Regular Program

- Finance
- Marketing
- Human Capital
- Operations Management
- General Management

Specialized Program

- Actuarial Studies
- Capital Market
- Risk Management
- Islamic Finance

Dual Degree Program

- MM-MBA

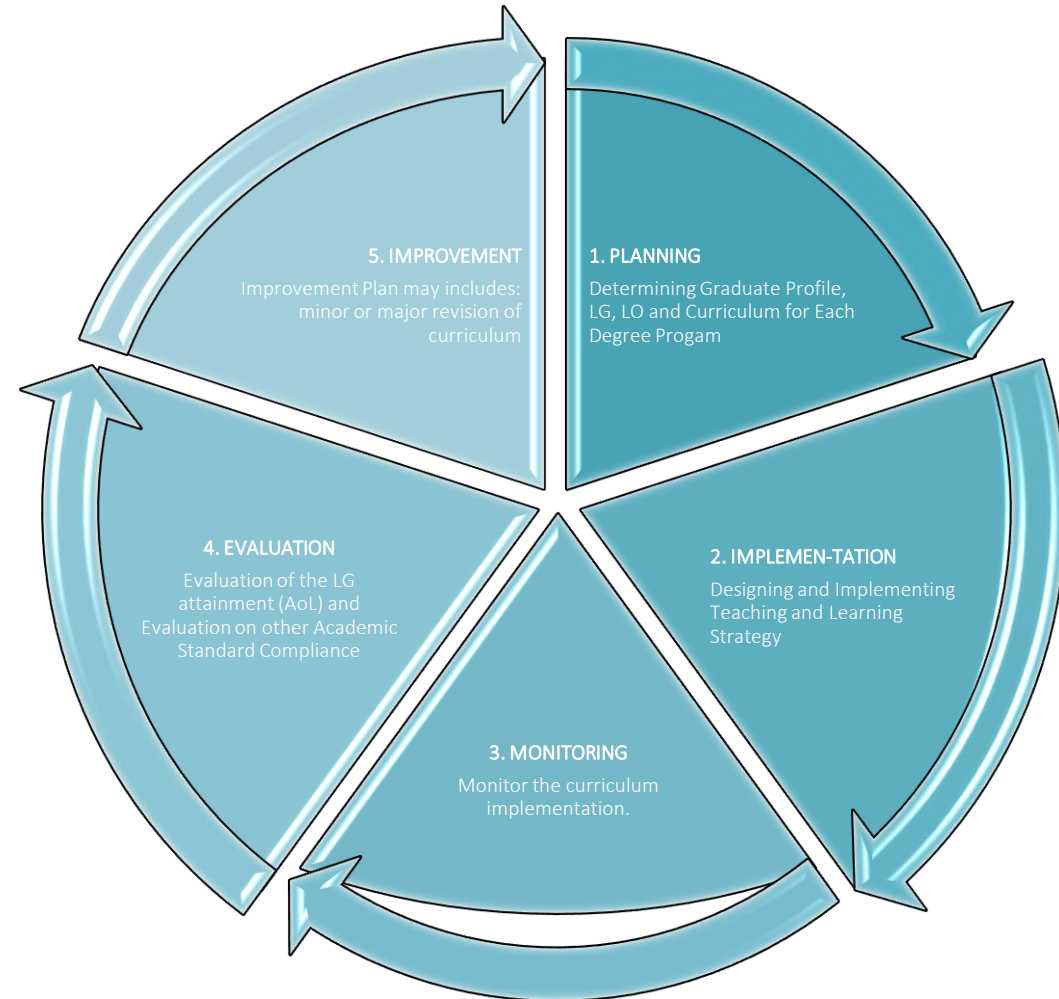
Partner

- IAE Grenoble – University of Grenoble Alpes (UGA)
- Coventry University (upcoming)

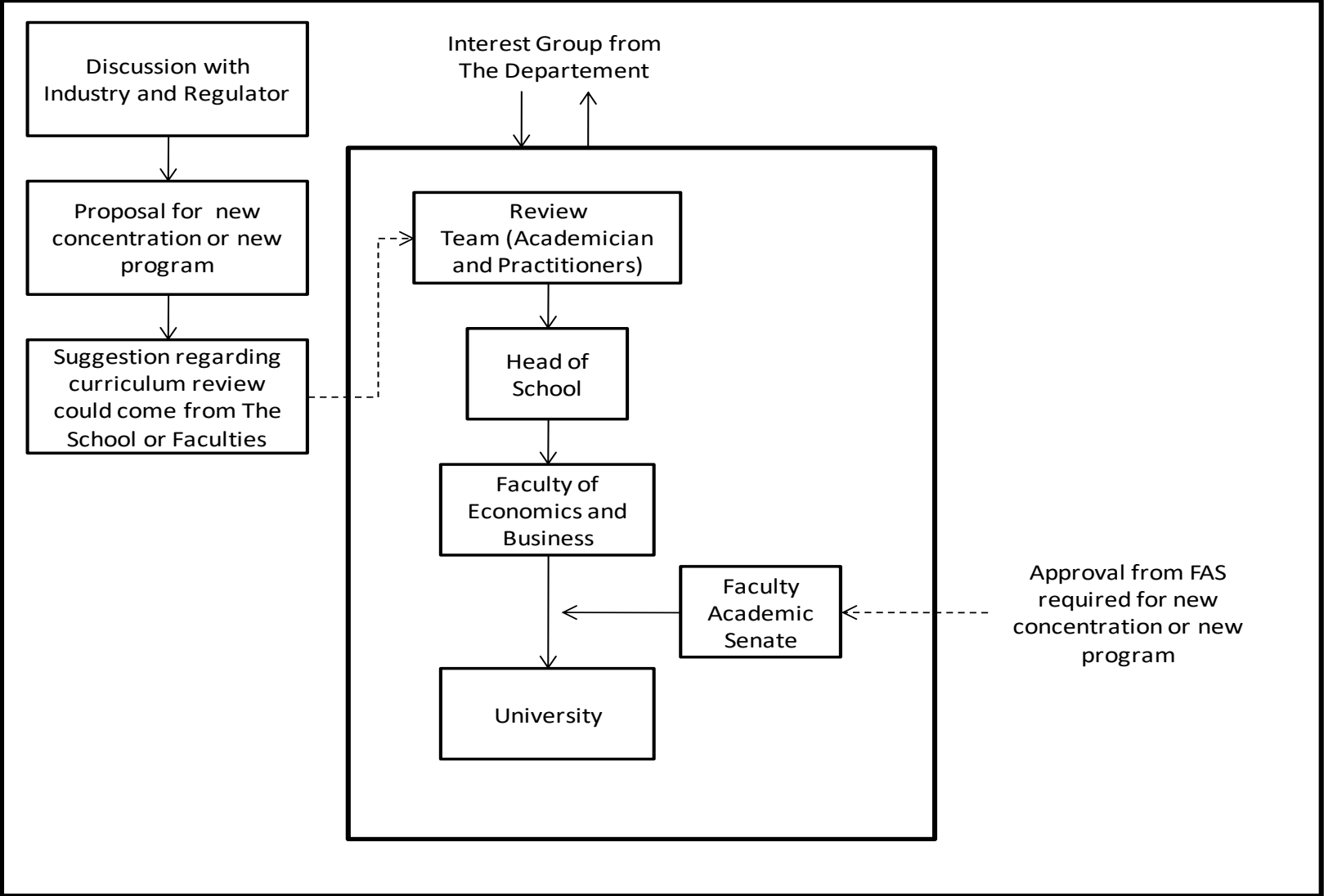


Curriculum Management System

- FEB UI curriculum management system is in accordance with with the Indonesian Higher Education standard (as stated in the Ministry of Education Decree No. 232/U/2002) and UI Academic Quality Assurance standard



Curriculum Development



Uniqueness in the School's Management Education

No.	LEARNING GOALS	LEARNING OBJECTIVES/TRAITS	
1	INTEGRATED KNOWLEDGE IN BUSINESS AND MANAGEMENT FUNCTION: Students are competent in integrating various knowledge in business and management functions	1.1 Understand the linkage between various concepts and applications across different functional area in business and management	
		1.1.1	analyze business problems by using an integrated approach of the four functional management aspects
		1.1.2	Apply the concepts of marketing, human resource management, finance, and operations management
2	DESIGN THINKING: Students are able to demonstrate that they are design thinkers	2.1. Students are able to identify problems, create alternative solutions, create prototype of the solutions, and implement the solutions	
		2.1.1	able to identify problems
		2.1.2	able to create alternative solutions,
		2.1.3	able to create prototype of the solutions
		2.1.4	able to test the solutions

Uniqueness in the School's Management Education

No.	LEARNING GOALS	LEARNING OBJECTIVES/TRAITs	
3	CRITICAL THINKING: Students are able to demonstrate that they are critical thinkers	3.1. Students are able to argue and draw conclusion on an issue based on supportive evidence in business cases	
		3.1.1	Deliver Key Ideas/Points
		3.1.2	Comparison, Evaluation and Analysis
		3.1.3	Demonstrate to justify an argument with supporting evidence/relevant references
		3.1.4	Conclusion and generalization
4	ETHICS AND SOCIAL RESPONSIBILITY: Students have awareness of ethics and social responsibility	4.1. to be sensitive to ethical and social issues in management decisions	
		4.1.1	Distinguish between ethical and unethical behavior
		4.1.2	Understand ethical and social frameworks in business decision-making
		4.1.3	Understand and respond appropriately to ethical, social, developmental, and ecological challenges presented in business situations

Uniqueness in the School's Management Education

No.	LEARNING GOALS	LEARNING OBJECTIVES/TRAITS	
5	GLOBAL AWARENESS: Students demonstrate awareness of global societal environment	5. 1. Students are able to identify the central problems of global issues in business cases	
		5.1.1	Identify pertinent global issues affecting local and national level business conducts
		5.1.2	Analyze possible solutions in managing businesses in global context
6	WRITTEN COMMUNICATION: Students are able to demonstrate written communication skill	6.1. Students are able to convey the idea briefly, clearly, and persuasively through written communication	
		6.1.1	Focus and organization
		6.1.2	Language, spelling, and grammar
		6.1.3	Development of idea (or quality of argument)
		6.1.4	Academic rules and format

Uniqueness in the School's Management Education

No.	LEARNING GOALS	LEARNING OBJECTIVES/TRAITs	
7	ORAL COMMUNICATION: Students are able to demonstrate oral communication skill	7.1 Student are able to present their business ideas properly	
		7.1.1	Introduction
		7.1.2	Content
		7.1.3	Organization of Presentation
		7.1.4	Visual Aids
		7.1.5	Voice and Pace
		7.1.6	Audience Engagement
8	RESEARCH: Students are able to demonstrate knowledge in management research methods	8.1 Students are able to apply research methods in management	
		8.1.1	Able to apply relevant research design to business research problem
		8.1.2	Able to conduct data collection methods related to research design
		8.1.3	Able to analyze data for solving business research problem

	Pre-Program	1 st Semester	2 nd Semester	3 rd Semester	4 th Semester
Integrated Knowledge in Business and Management Function	MT	CS + GL	CS +GL + M	GL + M + FP	FP + GL
Design Thinking		CS +W	CS + P		
Critical Thinking	MT + O	CS + PCL	CS + PCL	COS + ES + PCL + FP + T	COS + ES + PCL + FP + T
Ethics and Social Responsibility	O	PL	COS + PL + M	PL + M	PL
Global Awareness		W + PL	CS + COS + W + PL	CS + COS + P + PL	PL + P
Written Communication		CS +W	CS	CS + COS + ES + FP	CS + COS + ES + W + FP
Oral Communication	O	CS +PCL + W	CS + COS + M + PCL	CS + COS + M + PCL + FP	CS + COS + PCL + FP
Research	MT	CS	CS + COS	CS + COS + FP + W + T	CS + COS + FP + W + T

Legend:

- MT: Matriculation
- O: Orientation
- CS: Core Subject
- COS: Compulsory Subject
- ES: Elective Subject
- GL: Guest Lecture
- W: Workshop
- PL: Public Lecture
- M: Mentoring
- PCL: Participant Centered Learning
- FP: Final Project
- T: Tutorial

Example Curriculum Map

Oral Communication Skill

No.	LEARNING GOALS		LEARNING OBJECTIVES	TRAITS	Functional Management	Leadership and Organizational Behavior	Strategic Management	Innovation and Entrepreneurship	Ethics and Governance
					3 credits	3 credits	3 credits	3 credits	3 credits
3	Oral Communication Skill	Students are able to demonstrate oral communication skill	LO 1: Student are able to present their business ideas properly	1. Able to deliver their presentation in a clear and interesting way	TLA	ASM	TLA	TLA	TLA
				2. Able to deliver content with logical structure	TLA	ASM	TLA	TLA	TLA
				3. Able to organize their ideas in a presentation	TLA	ASM	TLA	TLA	TLA
				4. Able to use presentation techniques (body language, facial expression, appropriate voice and tone) appropriately	TLA	ASM	TLA	TLA	TLA
				5. Able to develop and use of visual aids or technology	TLA	ASM	TLA	TLA	TLA
				6. Able to apply appropriate technique to engage with the audience	TLA	ASM	TLA	TLA	TLA