

General Business Management

tujuan

- Memberi wawasan menyeluruh dan terintegrasi mengenai peran manajemen.
- Meningkatkan pemahaman mengenai keterkaitan antar fungsi di dalam manajemen.

peserta

- Peserta yang belum memiliki latar belakang pendidikan dalam bidang manajemen
- Peserta yang berada pada posisi awal dalam lingkup manajemen.

metode

Kuliah (lecturing), studi kasus, diskusi kelompok, rangkuman komprehensif melalui seminar tugas kelompok pada akhir program.

19 Jan - 12 Apr 2016

8 Sept - 29 Nov 2016

Biaya:
Rp. 17.500.000

Selasa & Kamis
18.15 - 21.30 WIB

cakupan pembelajaran

Business and Management

1. Business Ecosystem
2. Role of Management and Leadership in Business Organization
3. Management Cycle

Managing Value for Customer

4. Managing Perceived Benefit
5. Managing Perceived Risk
6. Communicating the Value to Customer
7. Delivering Value to the Customer

Managing Business Process

8. Managing Capacity
9. Managing Quality
10. Managing Process Improvement

Managing People and Organization

11. Organizational Behavior
12. Recruitment, Compensation and Employee Relation
13. Development, Career and Performance
14. Organization Development

Managing Finance

15. Introduction to Financial Statement
16. Operational Decision Making: Profitable Management
17. Operational Decision Making: Cash Flow Management

Managing Business Strategy and Growth

18. Competitive Strategy
19. Investment Decision
20. Financing Decision

Managing Execution

- Implementing The Strategy
21. Readership in Business
22. Business Ethics and Social
23. Responsibility.