



MINISTRY OF EDUCATION, CULTURE, RESEARCH, AND TECHNOLOGY

FACULTY OF ECONOMICS AND BUSINESS LAMPUNG UNIVERSITY

SCHEDULE OF GRADUATE PROGRAM EVEN SEMESTER FOR ACADEMIC YEAR 2024/2025

New Coupling	Subject	Credits	SMT	Description	Course Status
EMB620339	Digital HR and Information Systems	2-1*	6	This course provides an overview of Human resource information systems (HRIS). This course focuses on how the HR information system (HRIS) can help managerial decision-making. HRIS reside at the interface of human resource management (HRM) and information technology. Their development over the past decade has been one of the most transformative developments in HRM. The center of this course explains that organizations can gain a significant advantage by combining their people management with technology to establish a human resource information system (HRIS)	Compulsory
EMB620361	HR Training and Development	2-1*	6	This course provides an overview that training and development are also beneficial to the growth of a company's human capital, which is essential to fulfilling the demands of competitive advantages. Increasing numbers of businesses are realizing that learning, in the form of training, development, and knowledge management, helps employees improve or make new products, generate new and innovative ideas, and provide high-quality customer service. It is a trend that has gained widespread recognition in recent years. In addition, employees need to participate in career management and development activities to be adequately prepared for positions of managerial and leadership responsibility, as well as to attract, motivate, and keep talented individuals at all levels and in all jobs.	Compulsory
	E-Commerce	2-1*	6	This course focuses on the principles of e-commerce from a business perspective, providing an overview of business and technology topics, business models, virtual value chains and social innovation and marketing strategies. In addition, some of the main issues related to e-commerce, security, privacy, intellectual property rights, authentication, encryption, acceptable use policies, and legal obligations, will be explored. Students will build their own web and market it using an online platform. Topics covered include: E-Business Models, E-business Infrastructure, Sales and Marketing on the Web, Web Server Hardware and Software, B2C and B2B strategies, Virtual Communities, Web Portals, E-commerce Software,	Compulsory

				Payment Systems, Media Social, Security and User Experience.	
EMB620364	Talent Management	2-1*	6	The term "talent management" has recently emerged as one of the most used terms in human resource management (HRM), as well as consulting businesses and professional associations. In this course, we will look at several definitions of talent management and the specific issues involved with talent management. Additionally, we will investigate the primary drivers related to talent management's increasing relevance. TM is an acronym that stands for "talent management." It refers to a collection of rules and practices designed to manage a relatively small group of people recognized as critical to the organization's continued success. These "talents" are typically high-level management personnel, vital technical specialists, and others with great potential. TM is centered on attracting, identifying, developing, retaining, and deploying talented individuals. In addition to being concerned with the present, it focuses on the future to create prospective leaders.	Compulsory
EMB620365	Knowledge Management	2-1*	6	Knowledge management is doing what is needed to get the most out of knowledge resources. KM is an increasingly important discipline that promotes the discovery, capture, sharing, and application of the firm's knowledge. KM explains the concepts, theories, and technologies that provide the foundation for KM; the systems and structures that constitute KM solutions; and the processes for developing, deploying, and evaluating these KM solutions	Compulsory
EBM620239	Strategic Management	2-1*	6	Strategic management courses focus on strategy and formulating, forming, implementing and evaluating strategies. The scope of discussion of this course includes; the determination of strategic direction or vision (mission, vision, values and goals), analysis of the external environment, identification of internal resources and capabilities, strategic development and selection at corporate, business and functional levels, implementation and execution of strategy; as well as strategic evaluation and control. Students are expected to have the ability to think strategically, make strategic decisions and view various business issues from the perspective of the company as a whole.	Compulsory
EBM620273	Brand Management	2-1*	6	Brand Management discusses developing brand strategy, designing and implementing brand marketing programs, measuring and interpreting brand performance, and growing and sustaining brand equity. A comprehensive understanding will enable students to create a brand strategy tailored to the unique challenges and	Compulsory

				possibilities it faces brand issues all the time.	
EMB620381	Business Planning	2-1*	6	Business planning is at the core of the organizational and business strategy. It is the essential precursor whether starting a new business, expanding an existing one, gaining approval for funding for a project, securing a grant, or even entering a competition. The business plan discusses strategy, market research, competitive marketing strategy, operations, financial needs to business controls, and writes a good business plan.	Compulsory
EMB620362	Organization Design	2-1*	6	This course explains that organizations are social entities that (1) are goal-directed, (2) are created as consciously structured and coordinated activity systems, and (3) are related to the external environment. The topic also covers the challenges that organizations face, the importance of organizations in society, the evolution of organizational design, organic and mechanistic organization designs, the contingency factors that are typically associated with each, and the change in organizational design. Finally, describe the recent shift that has been made toward designing organizations.	Compulsory
EBM620248	Global Marketing	2-1*	4	This course provides concepts on marketing between countries, both bilaterally and multilaterally, explaining the background objectives of the requirements, procedures, forms, strategies, and international marketing organizations and their problems. This course also provides on how multinational companies apply their marketing to serve foreign markets. The global marketing environment that includes economic, social, cultural, legal, political, and financial factors is analyzed to identify opportunities and threats that may arise. The formulation of a global marketing strategy uses a competitive marketing mix.	Compulsory
EBM620252	Business Ethics	2-1*	4	Business ethics course is thinking or reflection about morality in business and economic activities, where morality is defined as good aspects and / or bad aspects, commendable or reprehensible that the human behavior is to be allowed or not allowed. In a business context, the quest for profit is a reasonable component of each business venture, so often ignored and passed all requirements of morality. The study of business ethics is expected to provide impact on student behavior as actors of business in the future, so it is expected that the course will broaden students thinking that will create an actors of economy and business that can hold on to moral virtues.	Compulsory

EBM620375	Risk Management	2-1*	4	This course is about an introduction to the meaning of risk and the types of risks faced in managing a business. Besides that, they also teach simple risk calculations and their implementation in a business. Risk management also teaches how a business decision is taken depending on one's preference for risk.	Compulsory
EBM620253	Research methodology	2-1*	4	This course studies various types of research and research methods. In addition, this course discusses problem solving methods, and implements all concepts to solve problems correctly and correctly. This course also studies the preparation of research proposals and the submission of research reports, especially in the field of Management, orally and in writing, using the correct Indonesian language in accordance with Enhanced Spelling.	Compulsory
EBM620238	Business Feasibility Study	2-1*	4	Business Feasibility Study course is designed to provide concepts to students about the use of feasibility studies on entities (companies) in general. The topics that will be discussed are the role and concept of a business feasibility study, the concept of calculating interest and the time value of money, methods of depreciation in investment as well as measurement and forecasting, aspects that need to be considered in a business feasibility study, as well as analysis and evaluation of criteria business/project investment. Business Feasibility Study also identifies problems and opportunities, determines objectives, describes situations, defines successful outcomes and assess the range of costs and benefits associated with several alternatives for solving a problem. The Business Feasibility Study is used to support the decision-making process based on a cost benefit analysis of the actual business or project viability.	Compulsory
EBM620251	International Business	2-1*	4	International Business Lectures provide a conceptual understanding (theoretical) as well as a practical dimension (empirical facts) regarding how business across countries works. There are several global macro factors that pose challenges to international business such as differences in political-economic systems, culture and ethics. There are also technical factors such as multilateral institutions, global financial markets, etc. In addition to these macro factors, this course will also discuss micro dimensions (company organizational level) that affect business across countries.	Compulsory

EBM620250	Consumer behavior	2-1*	4	This lecture is intended to reveal and explain concepts related to how consumers behave in purchasing decisions, how to deliver good messages that can be easily accepted by consumers. In this course students are expected to be able to understand the concept of consumer behavior and be able to analyze cases related to consumer behavior. After the lecture on consumer behavior ends, it is hoped that students will be able to know, understand the meaning of consumer behavior, understand various consumer purchasing decisions, understand the multi-attribute attitude model and its application, and be able to provide examples of the field of management implementation with all its problems. In addition to concepts related to how consumers behave, students will also be equipped with case studies and journals, which are relevant to the topics discussed to improve practical concepts and how to deal with every problem encountered in each of the case studies discussed	Elective Compulsory
UNI620209	Entrepreneurship	2-1*	4	This course is regarding corporate entrepreneurship which covers the way to covert ideas into firms. Also discuss why people become entrepreneurs, how to plan a business, analyzing the business environment, developing business model, creating ethical and legal foundation for a business, building and financing a new venture, marketing the product and service, and how to do franchising.	Compulsory
EBM620121	Management of Cooperatives and SMEs	2-1*	2	Through cooperative and UMKM management courses, it is a mandatory course for students majoring in management who has three credits. The objective of this cooperative and MSME management eye is to discuss concepts and understand and analyze cooperatives and MSMEs. Some of the topics that every student needs to know and understand in this course are understanding cooperatives as a business organization, understanding cooperative marketing, cooperative internal marketing management, cooperative external marketing management, cooperative membership management, member participation management, cooperative financial management, and entrepreneurship. cooperatives and able to analyze and present cooperatives and SMEs.	Compulsory
UNI6120107	Civic education	2-0*	2	The Citizenship Education course provides an understanding so that students know and are able to carry out national integration, the constitution in Indonesia, the obligations and rights of the state and citizens, the dynamics of democracy in Indonesia, law enforcement in Indonesia, insight into the archipelago, national security, regional autonomy, good governance and society.	Compulsory

EBM620122	Human Resource Management	2-1*	2	<p>This course is about Human Resource Management. Human Resource Management is a central function organization. HR management can be defined as the effective use of human capital in an organization by managing people-related activities. It involves leadership, employment planning, recruiting and selecting employees, training and compensating them, and evaluating their performance.</p> <p>This course is designed to introduce students to the fundamentals of HR management, including the business case for HR management and an overview of the skills necessary to manage human resources effectively. As competitors strive to win the war for talent, effective HR management is necessary to gain a true competitive advantage in the marketplace.</p>	Compulsory
FEB620108	Economic Statistics I	2-1*	2	<p>This course is intended to give the provisions of the basic theory of statistics so that students are able to use and apply in the processing and analysis of research data. After attending this course the students are expected to know and understand and explain the method of data collection, data preparation and analysis of data and be able to present the data in the form of tables and figures and can analyze.</p>	Compulsory
EBM620123	Business Law	2-1*	2	<p>This subject contains legal and economic aspects (macro and micro) as well as how the current legal aspects are related to the development of information technology. An understanding of legal aspects is indispensable for students, an understanding of legal aspects of business entities, legal aspects of business relations, intellectual property rights, aspects of taxes, financing institutions, licensing and bankruptcy. Aspects of law violations in cyberspace, digital crime trends are also studied through cases that occur.</p>	Compulsory