

Modul MATRIKULASI: PENGANTAR BISNIS DI ERA GLOBAL PADA PERSPEKTIF ASIA 2021



ASSOC.PROF.Dr Wilhelmus Hary susilo MM
IAI. IMARC , SSHRA

PERTEMUAN 01



The overview MM FEB UPI Y.A.I



THE COMPANY VISIT



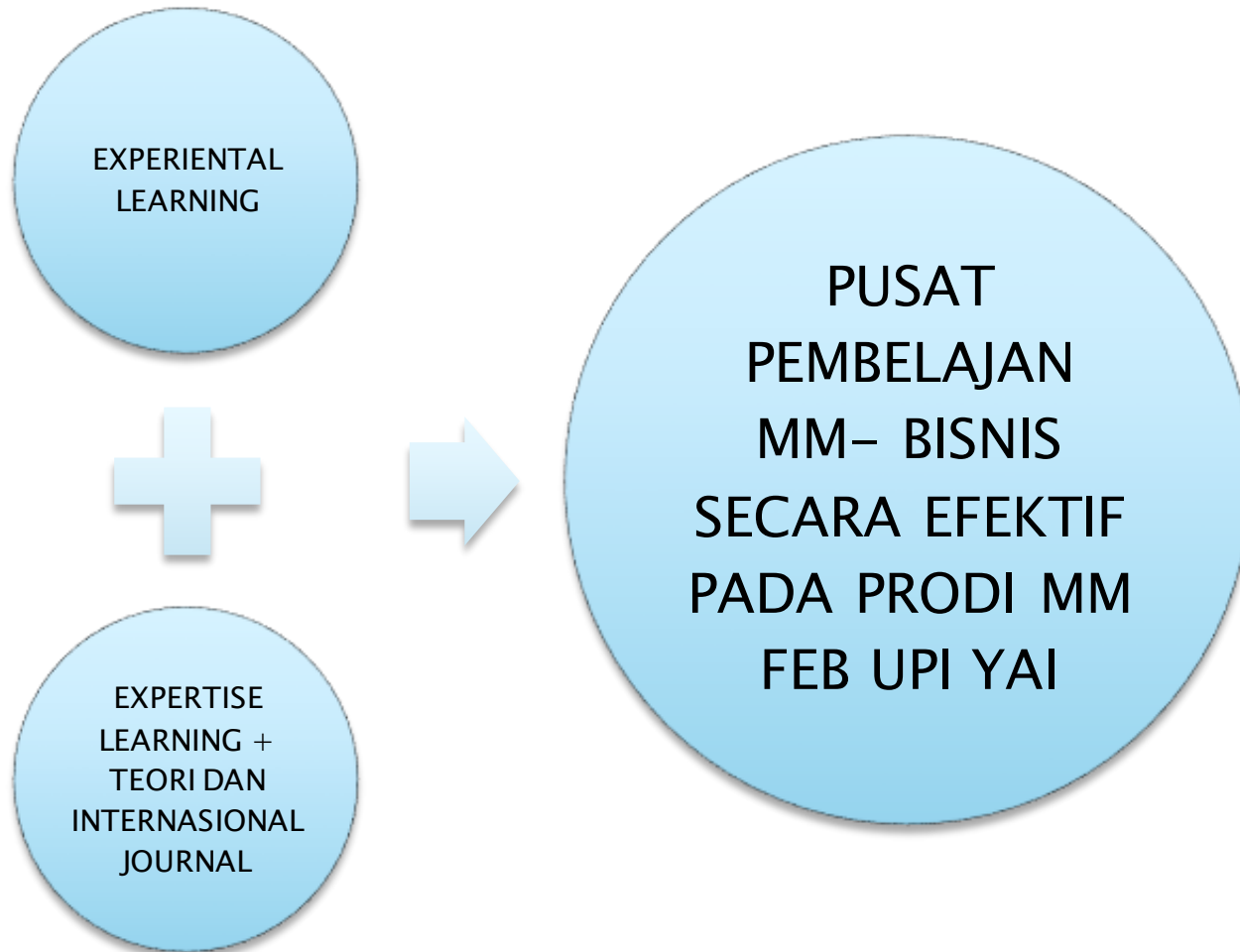
THE E&EL CLUB –
MANAGEMENTWORKSHOP



THE BUSINESS
COMPETITIONS



THE EXPERIENTIAL & EXPERTISE LEARNING MM FEB UPI YAI 2019



THE E&EL CLUB MM FEB UPI YAI 2019- THE PIER GROUP



THE E&EL CLUB @ NUS SINGAPORE



THE E&EL CLUB 01



THE E&EL CLUB 02



1ST MEETING



MODUL MATRIKULASI

MEAL COUPON
ご朝食券
BREAKFAST

客室 Room 1009 室 氏名 Name _____ 様

ご利用日 Date 4/1 場所 Place 1F レストラン

時間 Time AM7:00~AM10:00

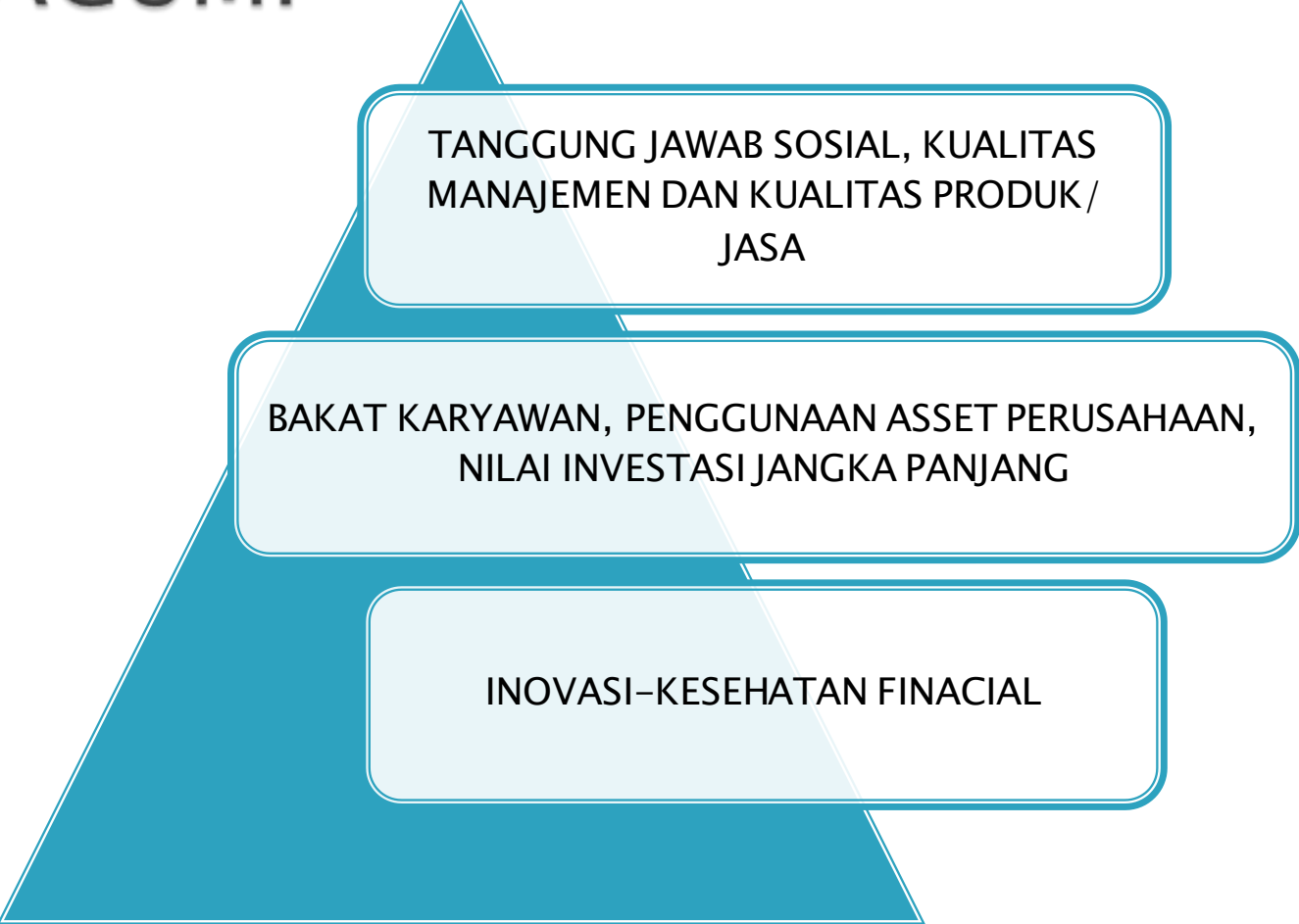
和洋バイキング

●ご注文の前に必ず本券をご提示ください。
Please present this coupon before you order.

●未使用の本券は換金できません。 ●当日のみ有効でございます。
No monetary value. One-day use only.

 APAVILLAHOTEL (赤坂見附)
(AKASAKA-MITUKE)

LINGKUNGAN BISNIS- PERUSAHAAN YANG PALING DIKAGUMI



TANGGUNG JAWAB SOSIAL, KUALITAS
MANAJEMEN DAN KUALITAS PRODUK/
JASA

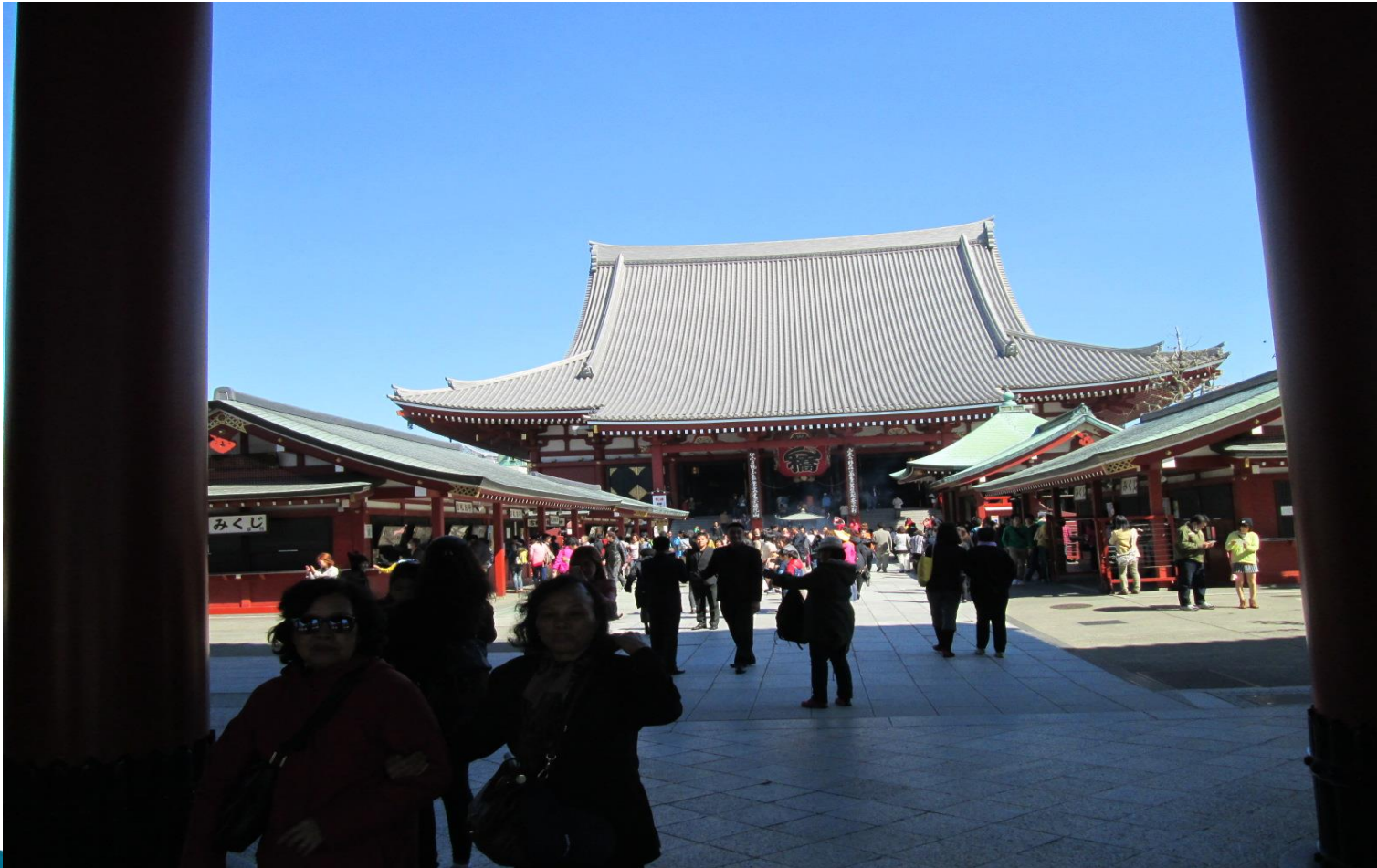
BAKAT KARYAWAN, PENGGUNAAN ASSET PERUSAHAAN,
NILAI INVESTASI JANGKA PANJANG

INOVASI-KESEHATAN FINACIAL

LINGKUNGAN MULTI-ORGANISASI



PERTEMUAN 02



ETIKA BISNIS

- ▶ PERAN MANAJER MENJALANKAN BISNIS SECARA ETIS DAN BERTANGGUNG JAWAB

MENJALANKAN BISNIS SECARA ETIS DAN BERTANGGUNG JAWAB

ETIKA LINGKUNGAN KERJA

**ETIKA
INDIVIDUAL**

**ETIKA
BISNIS**

**ETIKA
MANAJERIAL**

TANGGUNG JAWAB SOSIAL

MODEL TANGGUNG JAWAB SOSIAL,
KESADARAN SOSIAL TERKINI

MENGIMPLEMENTASI TANGGUNG JAWAB SOSIAL

THD LINGKUNGAN, PELANGGAN,
KARYAWAN DAN PENANAMAN MODAL

MEMAHAMI KEWIRAUSAHAAN DAN KEPEMILIKAN BISNIS BARU

ENTITAS PERUSAHAAN

JENIS
PERUSAHAAN,
MENGELOLA
PERUSAHAAN

AKUNTABILITAS
BISNIS

PERSOALAN
KHUSUS DALAM
KEPEMILIKAN
DAN OPERASI
PERUSAHAAN

MEMAHAMI KONTEKS BISNIS GLOBAL

TIMBULNYA BISNIS INTERNASIONAL

PEREKONOMIAN
GLOBAL
KONTEMPORER

PASAR UTAMA
DUNIA

BENTUK
KEUNGGULAN
BERSAING,
NERACA
EKSPOR-IMPOR,
NILAI TUKAR

MANAJEMEN BISNIS INTERNASIONAL

MBI

GO
INTERNASIONAL

STRUKTUR
ORGANISASI
INTERNASIONAL

KEWIRAUSAHAAN
DAN BISNIS BARU

HAMBATAN DALAM PERDAGANGAN INTERNASIONAL

HAMBATAN

PERBEDAAN
SOSIAL
BUDAYA

PERBEDAAN
EKONOMI,
AKUNTABILITAS
BISNIS

PERBEDAAN
HUKUM DAN
POLITIK

MENGELOLA PERUSAHAAN BISNIS

MENGENALI KEBUTUHAN KONSUMEN PERUSAHAAN

PERAN
MANAJER

MENETAPKAN
SASARAN DAN
MERUMUSKAN
STRATEGI
BISNIS

PERENCANAAN
KONTINGENSI
DAN
MANAJEMEN
KRISIS.

PERTEMUAN 03



THE ORGANIZATION THEORY

THE ORGANIZATIONAL THEORY → MARKETING SCOPE

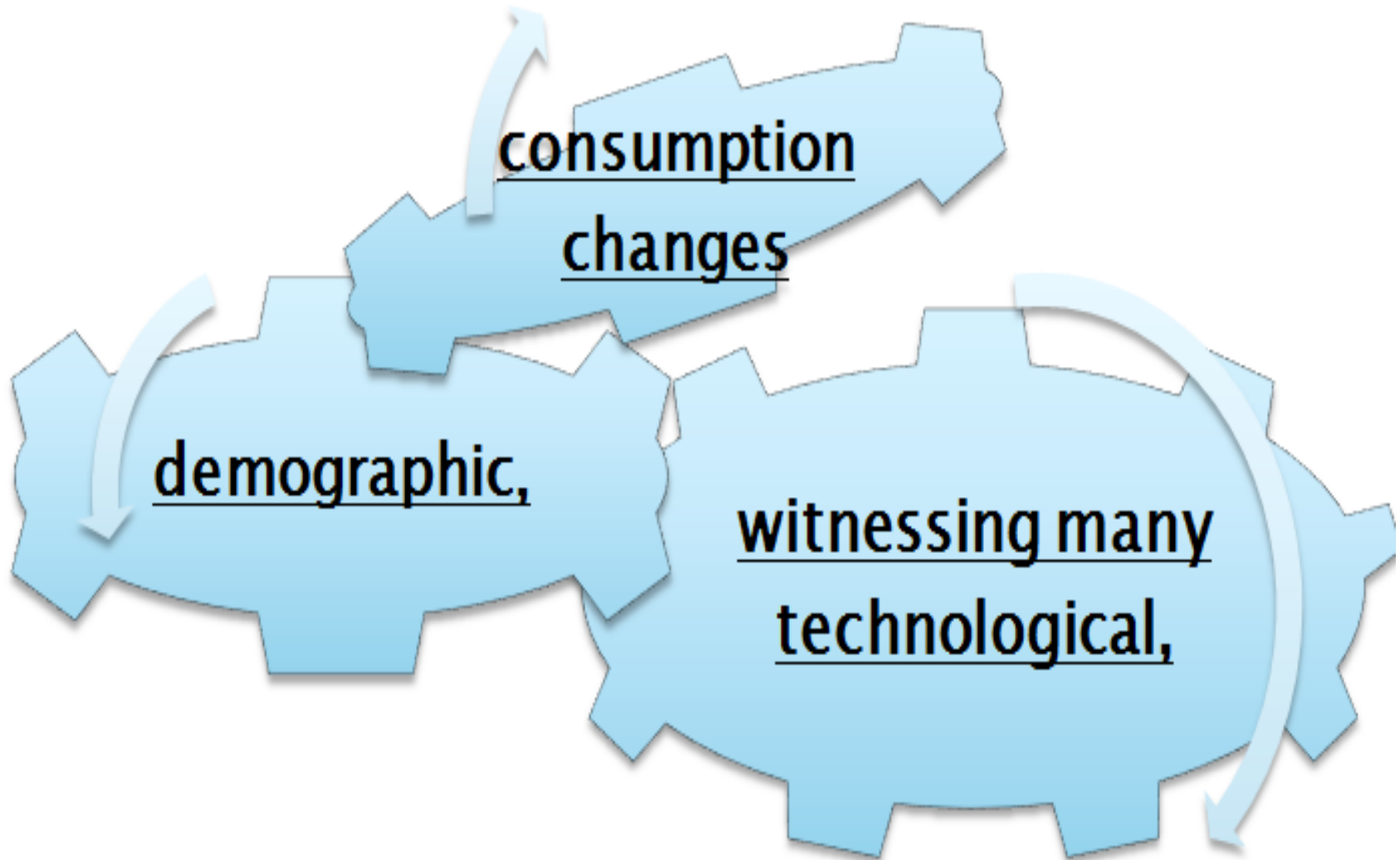
THEORY

1. ADJUSTMENT-COST THEORY OF THE FIRM, 2. AGENCY, 3. BEHAVIORAL THEORY OF FIRM, 4. BOUNDED RATIONALITY THEORY, 5. COMPETENCE BASED THEORY, 6. CONTINGENCY THEORY, 7. ECLECTIC THEORY OF INTERNATIONALA PRODUCTIONS, 8. GAME THEORY, 9. INDUSTRIAL ORGANIZATION, 10. INFORMATION ECONOMICS THEORY, 11. INSTITUTIONAL THEORY.

12. KNOWLEDGE-BASED VIEW OF THE FIRM, 13. NETWORK THEORY, 14. ORGANIZATIONAL ECOLOGY, 15. PROSPECT THEORY, 16. REAL OPTIONS THEORY, 17. RESOURCE-ADVANTAGE THEORY, 18. RESOURCE-BASED VIEW OF THE FIRM, 19. RESORCE DEPENDENCE THEORY, 20. SERVICE- DOMINANT LOGIC, 21. SIGNALING THEORY.

22. SOCIAL CAPITAL THEORY, 23. STAKEHOLDER THEORY, 24. STRATEGIC CHOICE THEORY, 25. SYSTEM THEORY, 26. THEORY OF COMPETITIVE RATIONALITY, 27. THEORY OF MULTIMARKET COMPETITIONS, 28. THEORY OF THE GROWTH OF THE FIRM, 29. THEORY OF THE MULTINATIONAL ENTREPRISE, 30. TRANSACTION COST ECONOMICS, 31. UPPER ECHELONS THEORY.

THE MODERN WORLD



THE THEORY 01 UPPER ECHELONS THEORY

UPPER ECHELONS THEORY (Hambrick, 2005)

- Integrates literatures from **various fields on characteristics of top managers** as managerial background characteristics
- Organization outcomes, **strategic choice & performance level**

**ORIGINAL
SCOPE**

**MARKETING
SCOPE**

- Centers on the characteristics of top marketing managers, **choice to structuring marketing organizations & developing Marketing strategy, the market performance choice and Related Decisions.**
- The key of Premise: major Marketing outcome are largely a **Function of decisions making of Top Marketing executives of the Marketing Organizations.**

THE MARKETING INSIGHT

Market exchange

- Marketing strategy issues
- Practice
- Higher degrees of creativity
- Proactive with marketing efforts.
- Responsive in the market place.
- Targeting explicit customer needs and Latent customers.

Internal organization

- Decisions about marketing organization properties
- Managerial backgrounds of the top marketing managers.
- Job Integrations with others.

THE Q&A

Q&A

1. What the strategies for attempt the achievement in digital era?

2. What IT system must be applied in digital era to winning the competitions?

3. What the top managers should do to improve the best strategies in firm?

PERTEMUAN 04



PROSES MANAJEMEN

PERENCANAAN

PENGGORGANISASIAN

PENGARAHAN

PENGAWASAN

EVALUASI

Dasar ketrampilan manajer

KETRAMPILAN
TEKNIS

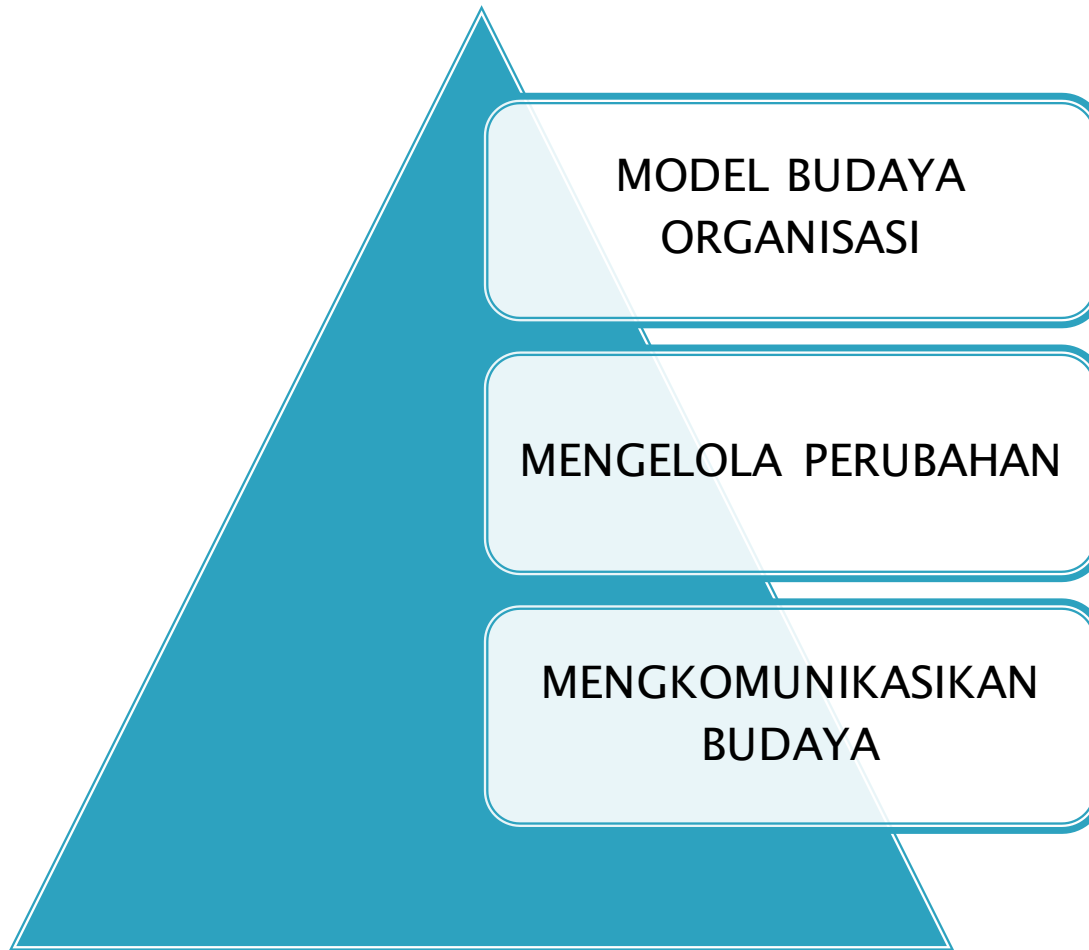
HUMAS

KONSEPTUAL

PENGAMBILAN
KEPUTUSAN

PENGELOLAAN
WAKTU DAN
ABAD TERKINI

MANAJEMEN DAN BUDAYA PERUSAHAAN



MENGORGANISASIKAN PERUSAHAAN BISNIS



MENGELOLA SUMBERDAYA MANUSIA DAN HUBUNGAN TENAGA KERJA

DASAR-DASAR MANAJEMEN SUMBERDAYA MANUSIA

KEPEMIMPINAN
STRATEGIS
MSDM

MANUSIA

PERENCANAAN
SUMBERDAYA
MANUSIA

PENYUSUNAN STAF DAN ORGANISASI

STAFFING

REQRUITMENT

SELEKSI SDM

TERPILIH
YANG SESUAI
KOMPETENSI

MENGEMBANGKAN ANGKATAN KERJA

MAK

PELATIHAN

**PENILAIAN
KINERJA**

PROMOSI

KOMPOSISI DAN TUNJANGAN

UPAH DAN
GAJI

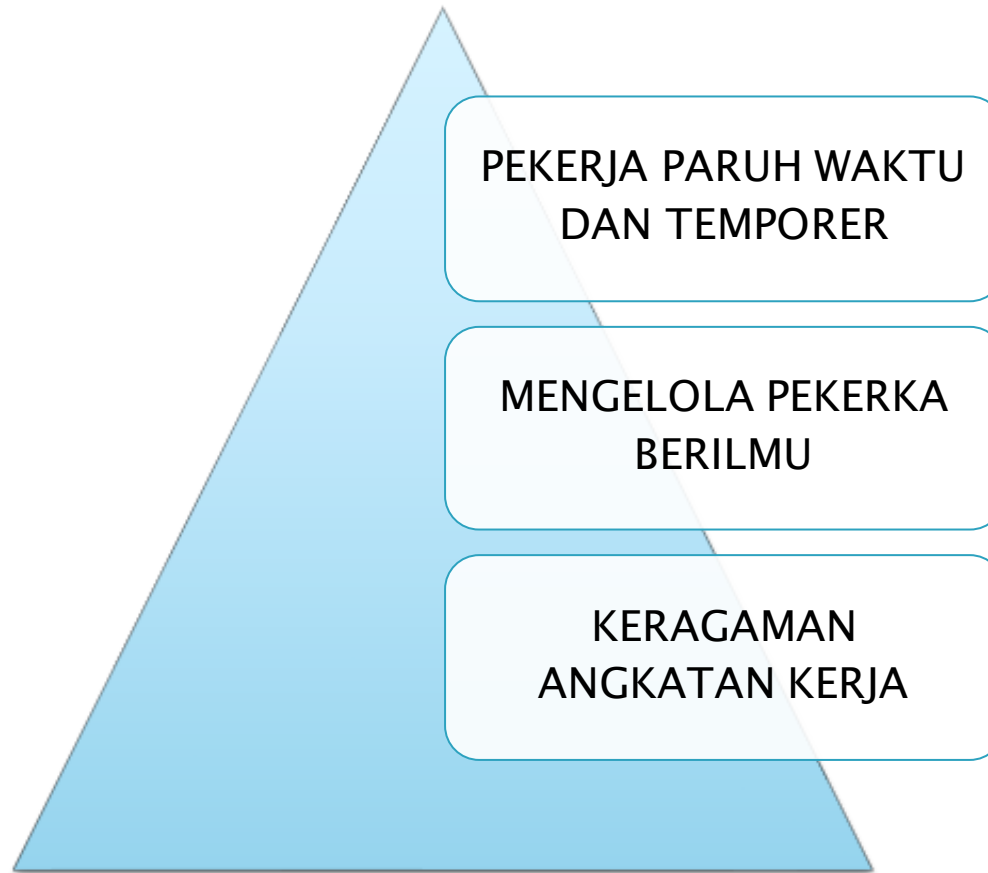
PROGRAM
INSENTIF

PROGRAM
TUNJANGAN

PERTEMUAN 05



TANTANGAN BARU DALAM LINGKUNGAN KERJA YANG TERUS BERUBAH



ISUE LAIN DALAM MSDM

SERIKAT BURUH

KESEPAKATAN
KONTRAK
KERJA

ISU KONTRAK

BILA TAWAR
MENAWAR
TIDAK SEPAKAT

BEROPERASI
SECARA TAKTIS

CURRENT ISSUE



PARADIGMA FUTURE MARKET PLACE

- ▶ **The model that will assist companies to improve plans for the future marketplace.**
Present a new concept,
"edited platforms,"

THE EMERGING PHENOMENA

- ▶ The characteristics of emerging phenomena by Yadav (2018), in marketing may include of substantive contexts with: (1). newest inovation in technology, (2). new methods of selling and (3). how firms and consumers communicated each other.

MOTIVASI KERJA DAN MEMIMPIN KARYAWAN

MOTIVASI DI LINGKUNGAN KERJA

STRATEGI MENINGKATKAN KEPUASAN KERJA DAN SEMANGAT KERJA

GAYA MANAJERIAL DAN KEPEMIMPINAN

PROSES PEMASARAN DAN PERILAKU KONSUMEN

MENGEMBANGKAN DAN MENETAPKAN HARGA PRODUK.
DISTRIBUSI DAN PROMOSI PRODUK

PERTEMUAN 06



TEORI ORGANISASI

Knowledge Based View of the Firm THEORY (Grant, 2002)

ORIGINAL SCOPE

- The emerging knowledge-based view of the firm is not a theory of the firm in any formal sense.
- The characteristics of knowledge & the knowledge requirements of production.
- Integrating knowledge.

MARKETING SCOPE

- Characteristics of market and marketing knowledge.
- The knowledge requirement of developing and implementing marketing strategy.
- The marketing Organization is conceptualized as an Institutions for Integrating Market and Marketing Knowledge.

The theory 02: Knowledge based view of the firm theory

MARKETING INSIGHTS: MARKETING PROFESSIONALS SPECIALIZING IN KNOWLEDGE

THE VALUE

PRODUCTION GAINS

KNOWLEDGE
ACQUISITIONS &
ORGANIZATIONAL
MEMORY STORAGE

DEVELOPMENT OF
MARKETING STRATEGY &
ACCOMPANYING PRODUCT
AND SERVICE
ASSORTMENT/ BERAGAM-
REQUIRED

WIDE RANGE OF
SPECIALISTZED
MARKET &
MARKETING
KNOWLEDGE

THE Q&A

Q&A

1. WHAT THE ROLE OF WELL KNOWLEDGE IN FIRM TO DEVELOP PRODUCT?

2. WHAT VALUE WOULD DELIVERED TO CONSUMERS FROM THRE FIRM?

3. WHY WIDE RANGE FOR SPECIALIST MARKET & MARKETING KNOWLEDGE NEEDED BY THE FIRM?