

MAHMUD, SE., M.M
Manajemen Kreatif & Inovatif (2 SKS)

Tanggal Mengajar : Monday, 07 March 2022

Pertemuan : 01

MATERI PERTEMUAN PERTAMA

PENGERTIAN DAN TEORI ETIKA BISNIS

1. Apa itu Etika ?
2. Berfikir Kreatif dan Inovatif
3. Dari mana Inovasi dan Kreatifitas datang?
4. Motivasi
5. Bagaimana Menimbulkan Motivasi

File Materi : 75_20220307084103_TATAP MUKA 1 penertian dan teori etika.ppt

File Tugas :

Mahasiswa

FOTO	NIM	NAMA	TGL. DOWNLOAD MATERI	FILE TUGAS
	1913290002	ZAHRA SYIFA RACHMAN TGL. ABSEN : Monday, 07 March 2022 09:07:05	Wednesday, 16 March 2022 08:22:00	
	2013290001	FITRIA RAHMAWATI TGL. ABSEN : Monday, 07 March 2022 11:46:01	Monday, 07 March 2022 14:33:00	
	2013290003	MUHAMMAD ROYHAN TGL. ABSEN : Monday, 07 March 2022 17:21:16		
	2013290004	RECKY NAWANO TGL. ABSEN : Monday, 07 March 2022 09:58:50	Monday, 07 March 2022 12:27:00	
	2013290005	JHUAN KEVIN TGL. ABSEN : Monday, 07 March 2022 10:42:57	Monday, 07 March 2022 10:43:00	
	2013290006	AINNA CAHYA PUTRI TGL. ABSEN : Monday, 07 March 2022 11:36:18	Monday, 07 March 2022 11:36:00	
	2013290008	ASEP DANI ALVINDRA TGL. ABSEN : Monday, 07 March 2022 10:30:35	Sunday, 10 July 2022 21:45:00	

Tanggal Mengajar : Monday, 14 March 2022

Pertemuan : 02





HAMBATAN KREATIF DAN INOVATIF

1. Definisi Kreatifitas dan Inovatif
2. Tuntutan Kreatifitas dalam masa kini
3. Karakteristik sikap kreatif
4. Kiat untuk memperoleh teknik kreatif
5. Hambatan berfikir kreatif

File Materi : 75_20220314084827_TATAP MUKA 2 n 3 hambatan kreatifitas . 18 MARET 15 D3 ponpin.ppt

File Tugas :

Mahasiswa

FOTO	NIM	NAMA	TGL. DOWNLOAD MATERI	FILE TUGAS
	1913290002	ZAHRA SYIFA RACHMAN TGL. ABSEN : Monday, 14 March 2022 09:11:00	Wednesday, 16 March 2022 08:25:00	
	2013290001	FITRIA RAHMAWATI TGL. ABSEN : Monday, 14 March 2022 10:44:29	Monday, 14 March 2022 17:28:00	
	2013290003	MUHAMMAD ROYHAN TGL. ABSEN : Monday, 14 March 2022 17:19:29	Monday, 14 March 2022 17:19:00	
	2013290004	RECKY NAWANO TGL. ABSEN : Monday, 14 March 2022 09:55:06	Monday, 14 March 2022 09:55:00	
	2013290005	JHUAN KEVIN TGL. ABSEN : Tuesday, 15 March 2022 11:45:00	Tuesday, 15 March 2022 11:45:00	
	2013290006	AINNA CAHYA PUTRI TGL. ABSEN : Monday, 14 March 2022 14:47:52	Monday, 21 March 2022 13:09:00	
	2013290008	ASEP DANI ALVINDRA TGL. ABSEN : Monday, 14 March 2022 10:04:44	Sunday, 10 July 2022 22:07:00	

Tanggal Mengajar : Monday, 21 March 2022

Pertemuan : 03

CIRI-CIRI ORANG YG KREATIF

1. Berfikir kreatif
2. Teknik Kreatif
3. Penghambat Kreatifitas
4. Berfikir KRITIS vs KREATIF
5. Kewaspadaan Mental Individu kreatif

File Materi : 75_20220321095207_TATAP MUKA 2 n 3 hambatan kreatifitas . 18 MARET 15 D3 ponpin.ppt

File Tugas :

Mahasiswa

FOTO	NIM	NAMA	TGL. DOWNLOAD MATERI	FILE TUGAS
	1913290002	ZAHRA SYIFA RACHMAN TGL. ABSEN : Monday, 21 March 2022 10:16:57	Monday, 21 March 2022 10:17:00	
	2013290001	FITRIA RAHMAWATI TGL. ABSEN : Monday, 21 March 2022 10:55:46	Monday, 21 March 2022 13:03:00	
	2013290003	MUHAMMAD ROYHAN TGL. ABSEN : Monday, 21 March 2022 14:29:16	Monday, 21 March 2022 14:30:00	
	2013290004	RECKY NAWANO TGL. ABSEN : Monday, 21 March 2022 14:14:25	Tuesday, 22 March 2022 09:35:00	
	2013290005	JHUAN KEVIN TGL. ABSEN : Monday, 21 March 2022 10:17:47	Monday, 21 March 2022 10:18:00	
	2013290006	AINNA CAHYA PUTRI TGL. ABSEN : Monday, 21 March 2022 11:33:31	Monday, 21 March 2022 11:33:00	
	2013290008	ASEP DANI ALVINDRA TGL. ABSEN : Monday, 21 March 2022 12:55:16	Tuesday, 22 March 2022 10:46:00	

Tanggal Mengajar : Monday, 04 April 2022

Pertemuan : 04

**TATAP MUKA 4
STRESS**

1. Stress? Definisi stress
2. Apakah pernah stress ?
3. Stres Positif dan Negatif
4. Dampak Stress
5. Manajemen stress
6. Penerapan POAC

File Materi : 75_20220328083802_TATAP MUKA 4 STRESS 28 maret 2022.ppt

File Tugas :

Mahasiswa

FOTO	NIM	NAMA	TGL. DOWNLOAD MATERI	FILE TUGAS
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FOTO	NIM	NAMA	TGL. DOWNLOAD MATERI	FILE TUGAS
	1913290002	ZAHRA SYIFA RACHMAN TGL. ABSEN : Monday, 28 March 2022 08:48:27	Monday, 04 April 2022 09:42:00	
	2013290001	FITRIA RAHMAWATI TGL. ABSEN : Monday, 28 March 2022 09:41:43	Tuesday, 29 March 2022 23:11:00	
	2013290003	MUHAMMAD ROYHAN TGL. ABSEN : Monday, 28 March 2022 10:58:23		
	2013290004	RECKY NAWANO TGL. ABSEN : Monday, 28 March 2022 09:56:31	Monday, 28 March 2022 09:57:00	
	2013290005	JHUAN KEVIN TGL. ABSEN : Monday, 28 March 2022 10:22:00	Monday, 28 March 2022 10:23:00	
	2013290006	AINNA CAHYA PUTRI TGL. ABSEN : Monday, 28 March 2022 18:46:08	Monday, 28 March 2022 18:46:00	
	2013290008	ASEP DANI ALVINDRA TGL. ABSEN : Monday, 28 March 2022 08:56:35	Friday, 01 April 2022 13:32:00	

Tanggal Mengajar : Monday, 04 April 2022

Pertemuan : 05

Tatap muka 5

Disiplin dalam Kreatif

1. Membangun kesadaran

2. Apa itu Disiplin

3. Disiplin Kerja untuk kreatif

4. Mengapa Disiplin Penting?

5. Konsep Kedisiplinan

File Materi : 75_20220404081750_TATAP MUKA 5 Makna disiplin 4 april 22.ppt

File Tugas :

Mahasiswa



FOTO	NIM	NAMA	TGL. DOWNLOAD MATERI	FILE TUGAS
	1913290002	ZAHRA SYIFA RACHMAN TGL. ABSEN : Monday, 04 April 2022 09:42:44	Monday, 04 April 2022 09:44:00	
	2013290001	FITRIA RAHMAWATI TGL. ABSEN : Monday, 04 April 2022 09:57:53	Monday, 04 April 2022 09:59:00	75_36_Tugas Manajemen Kreatif Inovatif Sesi 5.pdf

FOTO	NIM	NAMA	TGL. DOWNLOAD MATERI	FILE TUGAS
	2013290003	MUHAMMAD ROYHAN TGL. ABSEN : Monday, 04 April 2022 10:33:20	Monday, 04 April 2022 10:33:00	75_36_tugas manj kreatif dan inovativ_2013290003_muhammad royhan.docx
	2013290004	RECKY NAWANO TGL. ABSEN : Monday, 04 April 2022 11:41:38	Tuesday, 05 April 2022 19:35:00	
	2013290005	JHUAN KEVIN TGL. ABSEN : Monday, 04 April 2022 08:38:47	Monday, 04 April 2022 08:39:00	75_36_Strategi yang Perlu Dilakukan Demi Menghadapi Revo.doc
	2013290006	AINNA CAHYA PUTRI TGL. ABSEN : Monday, 04 April 2022 14:07:21	Monday, 04 April 2022 14:07:00	75_36_AinnaCahya_ManajKreatif_2013290006.docx
	2013290008	ASEP DANI ALVINDRA TGL. ABSEN : Monday, 04 April 2022 09:21:47	Monday, 04 April 2022 23:59:00	75_36_Tugas Manajemen Kreatif dan inovatif 1.docx

Tanggal Mengajar : Monday, 11 April 2022

Pertemuan : 06

TATAP MUKA-6: Makna Asumsi Kreatif Berpikir Kritis

1. Asumsi, Definisi Berpikir Kritis
2. Keterampilan Inti Berpikir Kritis
3. Keterampilan Berpikir Kritis
4. Perbedaan antara Pemikir Kritis dan Bukan Pemikir Kritis
5. Mengapa Berpikir Kritis Penting, Sehingga Perlu Dipelajari?

File Materi : 75_20220411050953_TATAP MUKA 6 . asumsi kreatif 11 April 22.ppt

File Tugas :

Mahasiswa





FOTO	NIM	NAMA	TGL. DOWNLOAD MATERI	FILE TUGAS
	1913290002	ZAHRA SYIFA RACHMAN TGL. ABSEN : Monday, 11 April 2022 10:55:29	Thursday, 14 April 2022 08:50:00	
	2013290001	FITRIA RAHMAWATI TGL. ABSEN : Monday, 11 April 2022 06:07:39	Monday, 11 April 2022 06:18:00	
	2013290003	MUHAMMAD ROYHAN TGL. ABSEN : Monday, 11 April 2022 10:21:10	Monday, 11 April 2022 10:21:00	
	2013290004	RECKY NAWANO TGL. ABSEN : Monday, 11 April 2022 16:28:25	Wednesday, 27 April 2022 15:57:00	

FOTO	NIM	NAMA	TGL. DOWNLOAD MATERI	FILE TUGAS
	2013290005	JHUAN KEVIN TGL. ABSEN : Monday, 11 April 2022 14:13:51	Monday, 11 April 2022 14:13:00	
	2013290006	AINNA CAHYA PUTRI TGL. ABSEN : Monday, 11 April 2022 15:28:46	Monday, 11 April 2022 15:29:00	
	2013290008	ASEP DANI ALVINDRA TGL. ABSEN : Monday, 11 April 2022 11:59:55	Monday, 11 April 2022 12:05:00	

Tanggal Mengajar : Monday, 18 April 2022

Pertemuan : 07

**TATAP MUKA 7
SIKAP KREATIF**

1. SIKAP (ATTITUDE)

2. Pembentukan sikap: melalui *Social Comparison*

3. Pembentukan sikap: karena faktor bawaan/genetik ?

4. MENGUBAH SIKAP

5. TIPOLOGI SIKAP UMUM



6. 3 KOMPONEN SIKAP

File Materi : 75_20220418042042_TATAP MUKA 7 sikap kreatif 18 april 22.ppt

File Tugas :

Mahasiswa

FOTO	NIM	NAMA	TGL. DOWNLOAD MATERI	FILE TUGAS
	1913290002	ZAHRA SYIFA RACHMAN TGL. ABSEN : Monday, 18 April 2022 09:22:34	Monday, 18 April 2022 09:22:00	
	2013290001	FITRIA RAHMAWATI TGL. ABSEN : Monday, 18 April 2022 10:58:17	Monday, 18 April 2022 10:59:00	
	2013290003	MUHAMMAD ROYHAN TGL. ABSEN : Monday, 18 April 2022 13:10:43	Monday, 18 April 2022 13:11:00	
	2013290004	RECKY NAWANO TGL. ABSEN : Monday, 18 April 2022 12:09:40	Wednesday, 27 April 2022 15:57:00	
	2013290005	JHUAN KEVIN TGL. ABSEN : Monday, 18 April 2022 11:00:00	Monday, 18 April 2022 14:35:00	

FOTO	NIM	NAMA	TGL. DOWNLOAD MATERI	FILE TUGAS
	2013290006	AINNA CAHYA PUTRI TGL. ABSEN : Monday, 18 April 2022 20:48:47	Monday, 18 April 2022 20:49:00	
	2013290008	ASEP DANI ALVINDRA TGL. ABSEN : Monday, 18 April 2022 09:59:50	Monday, 30 May 2022 19:40:00	

Tanggal Mengajar : Monday, 23 May 2022

Pertemuan : 08

Tatap Muka 9 N 10

Membentuk Sikap Kreatif Individu Dan Kelompok

1. Manusia sebagai Individu
2. Individu dan Konteksnya dalam lingkungan
3. Wujud Kematangan Pribadi
4. Keterampilan berpikir luwes (fleksibel)
5. Keterampilan Bersifat imajinatif
6. Unsur-unsur Kreativitas

File Materi : 75_20220523075655_Tatap Muka 8 N 9. sikap kreatif individu dan kelompok.ppt

File Tugas :

Mahasiswa




FOTO	NIM	NAMA	TGL. DOWNLOAD MATERI	FILE TUGAS
	1913290002	ZAHRA SYIFA RACHMAN TGL. ABSEN : Monday, 23 May 2022 08:06:48	Monday, 23 May 2022 08:00:00	
	2013290001	FITRIA RAHMAWATI TGL. ABSEN : Monday, 23 May 2022 10:03:03	Monday, 23 May 2022 11:52:00	
	2013290003	MUHAMMAD ROYHAN TGL. ABSEN : Monday, 23 May 2022 14:13:30	Monday, 23 May 2022 14:15:00	
	2013290004	RECKY NAWANO TGL. ABSEN : Wednesday, 25 May 2022 19:22:00	Friday, 27 May 2022 22:43:00	
	2013290005	JHUAN KEVIN TGL. ABSEN : Monday, 23 May 2022 13:01:01	Monday, 23 May 2022 13:01:00	
	2013290006	AINNA CAHYA PUTRI TGL. ABSEN : Monday, 23 May 2022 16:31:00	Monday, 23 May 2022 16:33:00	

FOTO	NIM	NAMA	TGL. DOWNLOAD MATERI	FILE TUGAS
	2013290008	ASEP DANI ALVINDRA TGL. ABSEN : Monday, 23 May 2022 09:22:32	Monday, 30 May 2022 19:40:00	

Tanggal Mengajar : Monday, 30 May 2022

Pertemuan : 09

Tatap Muka 9

MAKNA KELOMPOK KREATIF

1. Arti Kelompok dalam berbagai sudut pandang:
2. Dinamika Kelompok
3. Fungsi Dinamika Kelompok
4. Pentingnya Dinamika Kelompok
5. Faktor yang Meningkatkan dan Menurunkan Kelompok

File Materi : 75_20220530081350_Tatap Muka 8 N 9. sikap kreatif individu dan kelompok.ppt

File Tugas :

Mahasiswa

FOTO	NIM	NAMA	TGL. DOWNLOAD MATERI	FILE TUGAS
	1913290002	ZAHRA SYIFA RACHMAN TGL. ABSEN : Monday, 30 May 2022 08:42:54	Monday, 30 May 2022 08:43:00	
	2013290001	FITRIA RAHMAWATI TGL. ABSEN : Monday, 30 May 2022 09:36:41	Monday, 30 May 2022 09:37:00	
	2013290003	MUHAMMAD ROYHAN TGL. ABSEN : Monday, 30 May 2022 19:44:06	Monday, 30 May 2022 19:44:00	
	2013290004	RECKY NAWANO TGL. ABSEN : Tuesday, 31 May 2022 12:47:00	Tuesday, 28 June 2022 18:21:00	
	2013290005	JHUAN KEVIN TGL. ABSEN : Monday, 30 May 2022 11:34:56	Monday, 30 May 2022 11:35:00	
	2013290006	AINNA CAHYA PUTRI TGL. ABSEN : Monday, 30 May 2022 19:25:00	Monday, 06 June 2022 16:19:00	
	2013290008	ASEP DANI ALVINDRA TGL. ABSEN : Monday, 30 May 2022 19:38:33	Monday, 30 May 2022 19:40:00	

Tanggal Mengajar : Monday, 06 June 2022

Pertemuan : 10

Tatap Muka 10 N 11
Konsep kreatif Bisnis dan Profesional

1. Prinsip Bisnis
2. Prinsip-Prinsip Berpikir Kreatif
3. Pola pikir kreatif diawali oleh teori ketidak sempurnaan
4. Bisnis yang "isi tetapi kosong" dan "Kosong tetapi berisi"
5. Berpikir tidak sama dengan pesaing

File Materi : 75_20220606082229_tm 10 n 11 kreatif dan profesional 2.ppt

File Tugas :

Mahasiswa

FOTO	NIM	NAMA	TGL. DOWNLOAD MATERI	FILE TUGAS
	1913290002	ZAHRA SYIFA RACHMAN TGL. ABSEN : Monday, 06 June 2022 10:11:52	Monday, 06 June 2022 10:12:00	
	2013290001	FITRIA RAHMAWATI TGL. ABSEN : Monday, 06 June 2022 09:39:35	Tuesday, 07 June 2022 01:18:00	
	2013290003	MUHAMMAD ROYHAN TGL. ABSEN : Monday, 06 June 2022 16:10:51	Monday, 06 June 2022 16:11:00	
	2013290004	RECKY NAWANO TGL. ABSEN : Monday, 06 June 2022 10:16:21	Tuesday, 28 June 2022 18:21:00	
	2013290005	JHUAN KEVIN TGL. ABSEN : Monday, 06 June 2022 16:14:36	Monday, 13 June 2022 10:49:00	
	2013290006	AINNA CAHYA PUTRI TGL. ABSEN : Monday, 06 June 2022 12:49:37	Monday, 06 June 2022 16:26:00	
	2013290008	ASEP DANI ALVINDRA TGL. ABSEN : Monday, 06 June 2022 09:53:41		

Tanggal Mengajar : Monday, 13 June 2022
Pertemuan : 11

Tatap Muka 10 N 11

Konsep kreatif Bisnis dan Profesional

1. Prinsip Bisnis

2. Prinsip-Prinsip Berpikir Kreatif

3. Pola pikir kreatif diawali oleh teori ketidak sempurnaan

4. Bisnis yang "isi tetapi kosong" dan "Kosong tetapi berisi"

5. Berpikir tidak sama dengan pesaing

File Materi : 75_20220613061337_tm 10 n 11 kreatif dan profesional 2.ppt

Tugas diupload pertemuan hari ini Senin 13 Juni 2022

Batas akhir jam 22.00 wib.

kuliah Online jam 14.00

File Tugas :

Mahasiswa

FOTO	NIM	NAMA	TGL. DOWNLOAD MATERI	FILE TUGAS
	1913290002	ZAHRA SYIFA RACHMAN TGL. ABSEN : Monday, 13 June 2022 10:15:15	Wednesday, 22 June 2022 08:16:00	75_36_Kelp1_Makalah_Manaj_Kreatif_Inovatif.docx
	2013290001	FITRIA RAHMAWATI TGL. ABSEN : Monday, 13 June 2022 10:27:01	Monday, 13 June 2022 10:28:00	75_36_Kelp1_Makalah_ManajKreatif_K.docx
	2013290003	MUHAMMAD ROYHAN TGL. ABSEN : Monday, 13 June 2022 19:51:00	Monday, 13 June 2022 19:50:00	75_36_pemanfaatan teknologi terhadap sampah.pptx
	2013290004	RECKY NAWANO TGL. ABSEN : Monday, 13 June 2022 18:41:14	Tuesday, 28 June 2022 18:24:00	
	2013290005	JHUAN KEVIN TGL. ABSEN : Monday, 13 June 2022 10:17:41	Sunday, 10 July 2022 15:15:00	75_36_pemanfaatan teknologi terhadap sampah.pptx
	2013290006	AINNA CAHYA PUTRI TGL. ABSEN : Monday, 13 June 2022 11:59:58	Monday, 13 June 2022 11:59:00	75_36_Kelp1_Makalah_ManajKreatif_K.docx
	2013290008	ASEP DANI ALVINDRA TGL. ABSEN : Monday, 13 June 2022 11:27:38		75_36_2.Tugas Kelompok Penanganan Sampah dengan Teknologi di Lingkungannya.pdf

Tanggal Mengajar : Monday, 20 June 2022

Pertemuan : 12

Lobby and Negotiation








1. Aktivitas utama untuk pelaku lobby
2. Fungsi lobby
3. Proses lobby
4. Komunikasi untuk lobby
5. Faktor faktor komunikasi lobby

File Materi : 75_20220620082529_tm 12 n 13 kreatif lobby n negosiasi bisnis.ppt

Hari ini Presentasi Kelompok A

File Tugas :

Mahasiswa

FOTO	NIM	NAMA	TGL. DOWNLOAD MATERI	FILE TUGAS
	1913290002	ZAHRA SYIFA RACHMAN TGL. ABSEN : Monday, 20 June 2022 08:38:24	Monday, 20 June 2022 08:38:00	
	2013290001	FITRIA RAHMAWATI TGL. ABSEN : Monday, 20 June 2022 10:51:06	Monday, 20 June 2022 10:53:00	75_36_Tugas Manajemen Kreatif _ Inovatif Sesi 12.docx
	2013290003	MUHAMMAD ROYHAN TGL. ABSEN : Monday, 20 June 2022 16:30:08	Monday, 20 June 2022 16:45:00	
	2013290004	RECKY NAWANO TGL. ABSEN : Monday, 20 June 2022 15:49:50	Tuesday, 28 June 2022 18:24:00	
	2013290005	JHUAN KEVIN TGL. ABSEN : Monday, 20 June 2022 16:37:39	Monday, 20 June 2022 16:38:00	
	2013290006	AINNA CAHYA PUTRI TGL. ABSEN : Monday, 20 June 2022 12:31:09	Monday, 20 June 2022 12:31:00	
	2013290008	ASEP DANI ALVINDRA TGL. ABSEN : Monday, 20 June 2022 09:53:37	Monday, 20 June 2022 16:03:00	

Tanggal Mengajar : Monday, 27 June 2022

Pertemuan : 13

NEGOSIASI








- 1, Definisi Negosiasi
2. Ketrampilan Negosiator
3. Taktik Negosiator
4. Ciri-ciri untuk mewujudkan kerjasama/kesepakatan
5. Tahap tahap negosiasi
6. GAMBARAN PENJUAL PROFESIONAL

File Materi : 75_20220627090102_tm 12 n 13 kreatif lobby n negosiasi bisnis.ppt

HARI INI PRESENTASI KELOMPOK 2

File Tugas :

Mahasiswa

FOTO	NIM	NAMA	TGL. DOWNLOAD MATERI	FILE TUGAS
	1913290002	ZAHRA SYIFA RACHMAN TGL. ABSEN : Monday, 27 June 2022 13:21:43	Monday, 27 June 2022 13:22:00	
	2013290001	FITRIA RAHMAWATI TGL. ABSEN : Monday, 27 June 2022 09:55:40	Monday, 27 June 2022 20:22:00	
	2013290003	MUHAMMAD ROYHAN TGL. ABSEN : Monday, 27 June 2022 12:23:40	Monday, 27 June 2022 12:23:00	75_36_tugas mnj kreatif dan inovatif_2013290003_muhammad royhan.docx
	2013290004	RECKY NAWANO TGL. ABSEN : Monday, 27 June 2022 19:21:13	Tuesday, 28 June 2022 18:25:00	75_36_2.Tugas Kelompok_Penanganan Sampah dengan Teknologi di Lingkungannya.pdf
	2013290005	JHUAN KEVIN TGL. ABSEN : Monday, 27 June 2022 18:39:59	Monday, 27 June 2022 18:40:00	
	2013290006	AINNA CAHYA PUTRI TGL. ABSEN : Monday, 27 June 2022 16:33:42		75_36_TugasManajKreatif_AinnaCahya_2013290006.docx
	2013290008	ASEP DANI ALVINDRA TGL. ABSEN : Monday, 27 June 2022 11:18:02		75_36_Tugas Manajemen Kreatif dan inovatif.docx

Tanggal Mengajar : Monday, 04 July 2022

Pertemuan : 14

MENGELOLA ORGANISASI PEMASARAN HOLISTIK UNTUK JANGKA PANJANG

1. Apa Trend penting dalam praktik pemasaran
2. Apa Kunci bagi pemasaran internal yang efektif
3. Bagaimana perusahaan dapat menjadi pemasar yang bertanggung jawab secara sosial
4. Bagaimana perusahaan meningkatkan keahlian pemasarannya
5. Apa alat yang dapat membantu perusahaan mengamati dan meningkatkan kegiatan pemasaran mereka

File Materi : 75_20220704095052_BAB+22-PEMASARAN+HOLISTIK.ppt

Kuliah on line jam 14.00

File Tugas :

Mahasiswa

FOTO	NIM	NAMA	TGL. DOWNLOAD MATERI	FILE TUGAS
	1913290002	ZAHRA SYIFA RACHMAN TGL. ABSEN : Monday, 04 July 2022 12:53:16	Monday, 04 July 2022 12:53:00	
	2013290001	FITRIA RAHMAWATI TGL. ABSEN : Monday, 04 July 2022 13:18:04	Monday, 04 July 2022 14:45:00	
	2013290003	MUHAMMAD ROYHAN TGL. ABSEN : Monday, 04 July 2022 19:50:19	Monday, 04 July 2022 19:50:00	
	2013290004	RECKY NAWANO TGL. ABSEN : Monday, 04 July 2022 19:28:27	Tuesday, 05 July 2022 01:55:00	
	2013290005	JHUAN KEVIN TGL. ABSEN : Monday, 04 July 2022 15:53:20	Monday, 04 July 2022 15:53:00	
	2013290006	AINNA CAHYA PUTRI TGL. ABSEN : Monday, 04 July 2022 16:45:58	Monday, 04 July 2022 16:46:00	
	2013290008	ASEP DANI ALVINDRA TGL. ABSEN : Monday, 04 July 2022 17:11:47	Monday, 04 July 2022 17:12:00	

MAHMUD, SE., M.M Manajemen Kreatif & Inovatif (2 SKS)








7 Mahasiswa

NOMOR	NIM	FOTO	NAMA MHS	1	2	3	4	5	6	7	8	9	10	11	12	13	14		
1	2013290001		FITRIA RAHMAWATI	hadir	hadir	hadir	hadir	hadir	hadir	hadir	hadir	hadir	hadir	hadir	hadir	hadir	hadir		
				(ptm)	(ptm)	(ptm)	(ptm)	(ptm)	(ptm)	(ptm)	(ptm)	(ptm)	(ptm)	(ptm)	(ptm)	(ptm)	(ptm)	(ptm)	(ptm)
				v.2x	v.2x	v.2x	v.2x	v.2x	v.2x	v.2x	v.2x	v.2x	v.2x	v.2x	v.2x	v.2x	v.2x	v.2x	v.2x
2	2013290003		MUHAMMAD ROYHAN	hadir	hadir	hadir	hadir	hadir	hadir	hadir	hadir	hadir	hadir	hadir	hadir	hadir	hadir		
				(ptm)	(ptm)	(ptm)	(ptm)	(ptm)	(ptm)	(ptm)	(ptm)	(ptm)	(ptm)	(ptm)	(ptm)	(ptm)	(ptm)	(ptm)	
				v.1x	v.1x	v.1x	v.1x	v.1x	v.1x	v.1x	v.1x	v.1x	v.1x	v.1x	v.1x	v.1x	v.1x	v.1x	v.1x
3	2013290004		RECKY NAWANO	hadir	hadir	hadir	hadir	hadir	hadir	hadir	hadir	hadir	hadir	hadir	hadir	hadir	hadir		
				(ptm)	(ptm)	(ptm)	(ptm)	(ptm)	(ptm)	(ptm)	(ptm)	(ptm)	(ptm)	(ptm)	(ptm)	(ptm)	(ptm)	(ptm)	
				v.2x	v.2x	v.2x	v.2x	v.2x	v.2x	v.2x	v.2x	v.2x	v.2x	v.2x	v.2x	v.2x	v.2x	v.2x	v.2x
4	2013290006		AINNA CAHYA PUTRI	hadir	hadir	hadir	hadir	hadir	hadir	hadir	hadir	hadir	hadir	hadir	hadir	hadir	hadir		
				(ptm)	(ptm)	(ptm)	(ptm)	(ptm)	(ptm)	(ptm)	(ptm)	(ptm)	(ptm)	(ptm)	(ptm)	(ptm)	(ptm)	(ptm)	
				v.2x	v.2x	v.2x	v.2x	v.2x	v.2x	v.2x	v.2x	v.2x	v.2x	v.2x	v.2x	v.2x	v.2x	v.2x	v.2x
5	2013290008		ASEP DANI ALVINDRA	hadir	hadir	hadir	hadir	hadir	hadir	hadir	hadir	hadir	hadir	hadir	hadir	hadir	hadir		
				(ptm)	(ptm)	(ptm)	(ptm)	(ptm)	(ptm)	(ptm)	(ptm)	(ptm)	(ptm)	(ptm)	(ptm)	(ptm)	(ptm)	(ptm)	
				v.2x	v.2x	v.2x	v.2x	v.2x	v.2x	v.2x	v.2x	v.2x	v.2x	v.2x	v.2x	v.2x	v.2x	v.2x	v.2x
6	1913290002		ZAHRA SYIFA RACHMAN	hadir	hadir	hadir	hadir	hadir	hadir	hadir	hadir	hadir	hadir	hadir	hadir	hadir	hadir		
				(ptm)	(ptm)	(ptm)	(ptm)	(ptm)	(ptm)	(ptm)	(ptm)	(ptm)	(ptm)	(ptm)	(ptm)	(ptm)	(ptm)	(ptm)	
				v.2x	v.2x	v.2x	v.2x	v.2x	v.2x	v.2x	v.2x	v.2x	v.2x	v.2x	v.2x	v.2x	v.2x	v.2x	v.2x
7	2013290005		JHUAN KEVIN	hadir	hadir	hadir	hadir	hadir	hadir	hadir	hadir	hadir	hadir	hadir	hadir	hadir	hadir		
				(ptm)	(ptm)	(ptm)	(ptm)	(ptm)	(ptm)	(ptm)	(ptm)	(ptm)	(ptm)	(ptm)	(ptm)	(ptm)	(ptm)	(ptm)	
				v.2x	v.2x	v.2x	v.2x	v.2x	v.2x	v.2x	v.2x	v.2x	v.2x	v.2x	v.2x	v.2x	v.2x	v.2x	v.2x

Dosen : MAHMUD, SE., M.M

Manajemen Kreatif & Inovatif (2 SKS)

SENIN 12:50 - 14:30

NO.	NIM	NAMA	FOTO	NILAI UAS (40%)	NILAI UTS (30%)	NILAI TUGAS (30%)	TOTAL
1	2013290001	FITRIA RAHMAWATI		80 (40%)	90 (30%)	85 (30%)	84.5
2	2013290003	MUHAMMAD ROYHAN		85 (40%)	85 (30%)	85 (30%)	85
3	2013290004	RECKY NAWANO		85 (40%)	95 (30%)	85 (30%)	88
4	2013290006	AINNA CAHYA PUTRI		85 (40%)	90 (30%)	85 (30%)	86.5
5	2013290008	ASEP DANI ALVINDRA		85 (40%)	90 (30%)	85 (30%)	86.5
6	1913290002	ZAHRA SYIFA RACHMAN		85 (40%)	90 (30%)	90 (30%)	88
7	2013290005	JHUAN KEVIN		80 (40%)	90 (30%)	90 (30%)	86