

# MODUL MATRIKULASI: PENGANTAR BISNIS DI ERA GLOBAL PADA PERSPEKTIF ASIA 2023



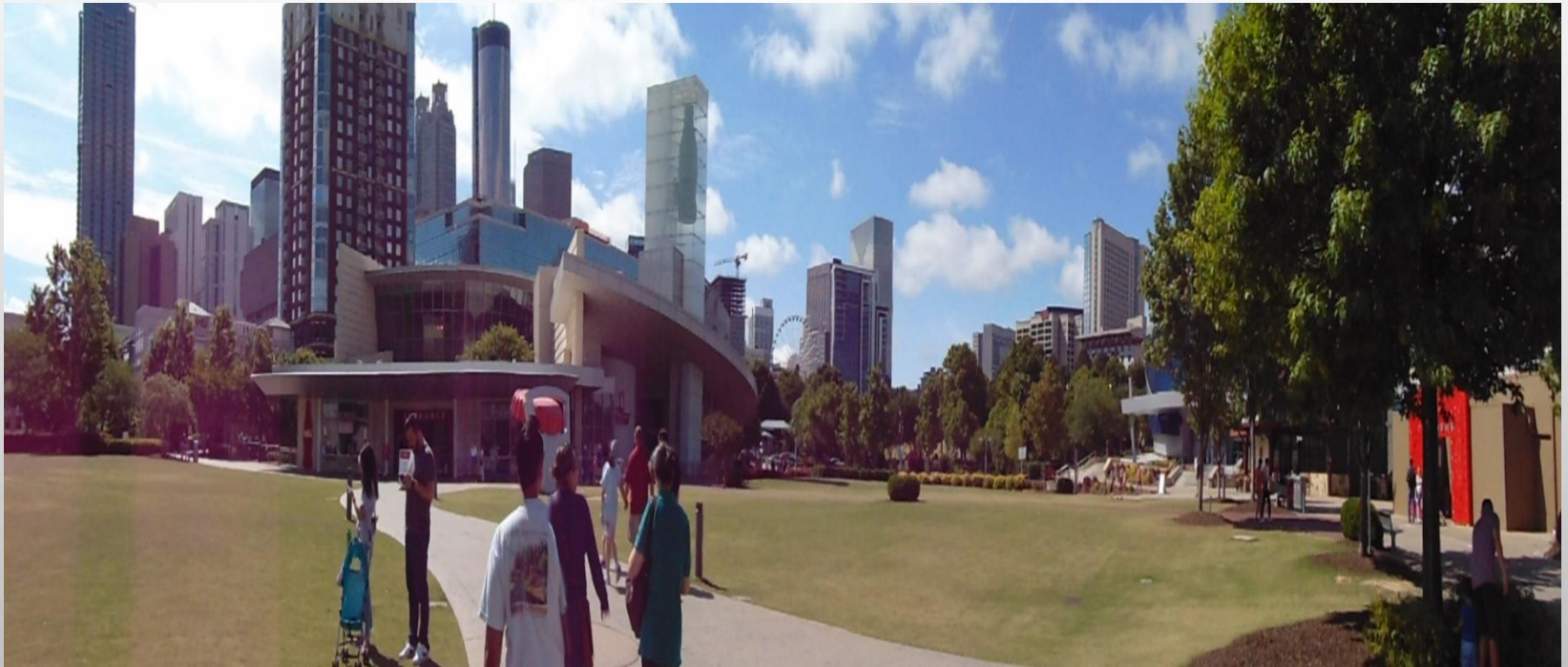
ASSOC.PROF.DR WILHELMUS HARY SUSILO MM

matrikulasi MM FEB UPI YAI

2/22/2023

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# MATRIKULASI MM FEB UPI YAI- 2023-24



# PERTEMUAN 01



# THE OVERVIEW MM FEB UPI Y.A.I



THE COMPANY VISIT



THE E&EL CLUB -  
MANAGEMENTWORKSHOP

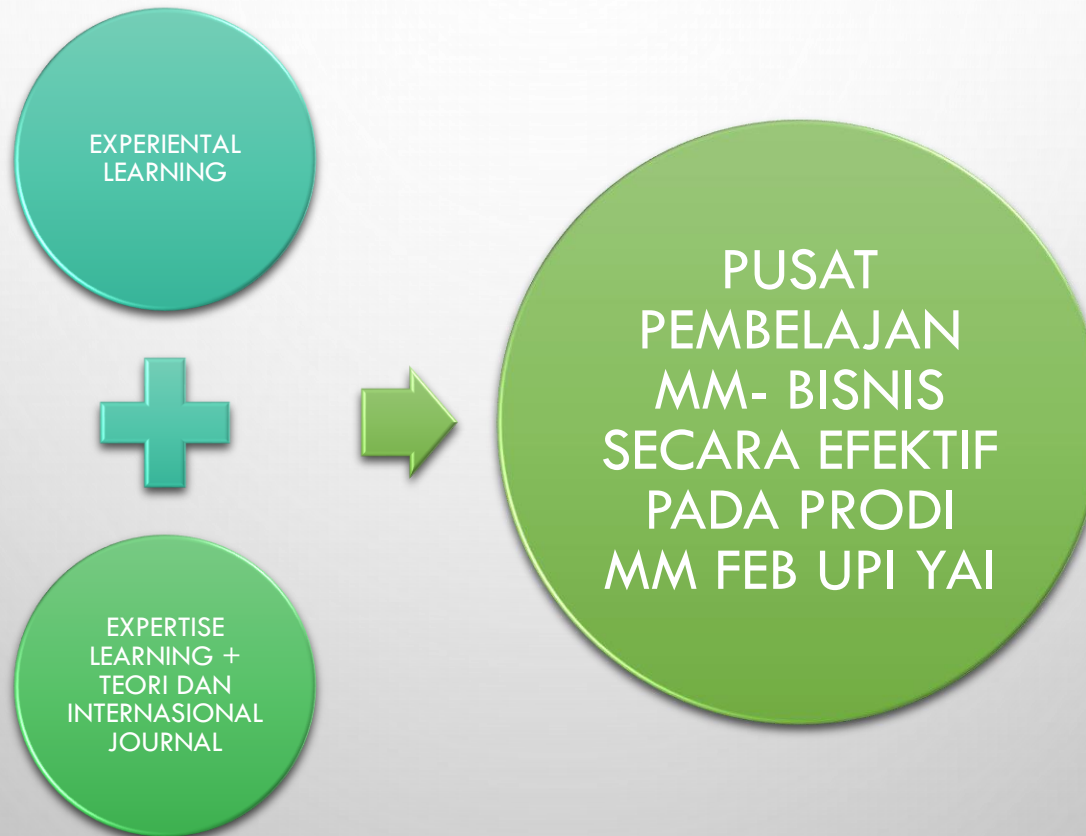


THE BUSINESS  
COMPETITIONS



# THE EXPERIENTIAL & EXPERTISE LEARNING

## MM FEB UPI YAI 2019-2022



# THE E&EL CLUB MM FEB UPI YAI

## 2019-2022 THE PIER GROUP



# THE NEW E&EL CLUB @ NUS SINGAPORE



# THE E&EL CLUB 01





# THE E&EL CLUB 02



# 1<sup>ST</sup> 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.

 APA VILLA HOTEL (赤坂見附)  
(AKASAKA-MITUKE)

# INTERNATIONAL-RECOGNITION



# PREVIEW- RETAIL BUSINESS



Jane Fashion Travels

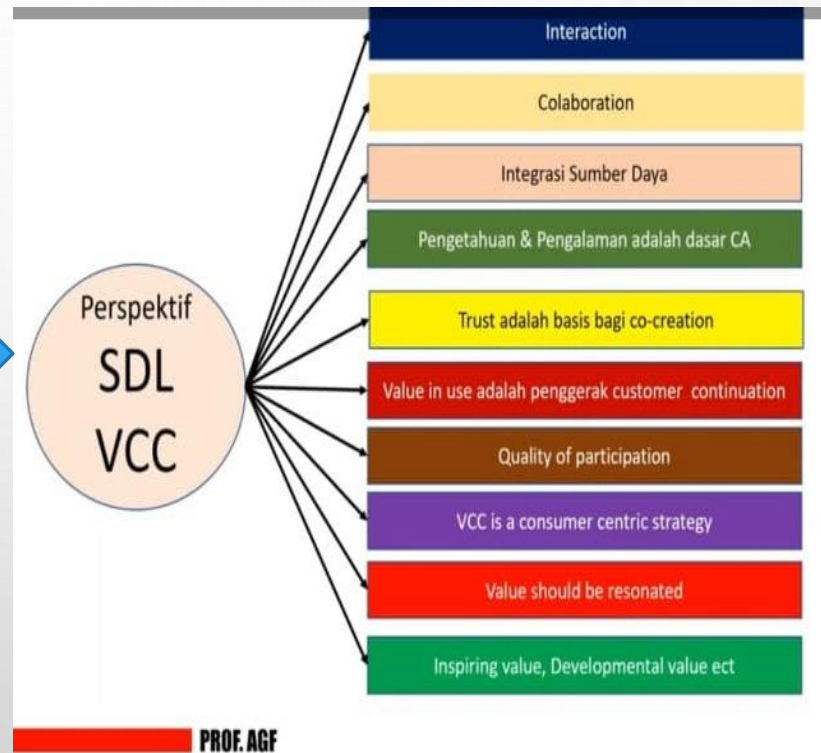
Visit

BUILD-A-BEAR AT  
HARBOURFRONT SINGAPORE - J...

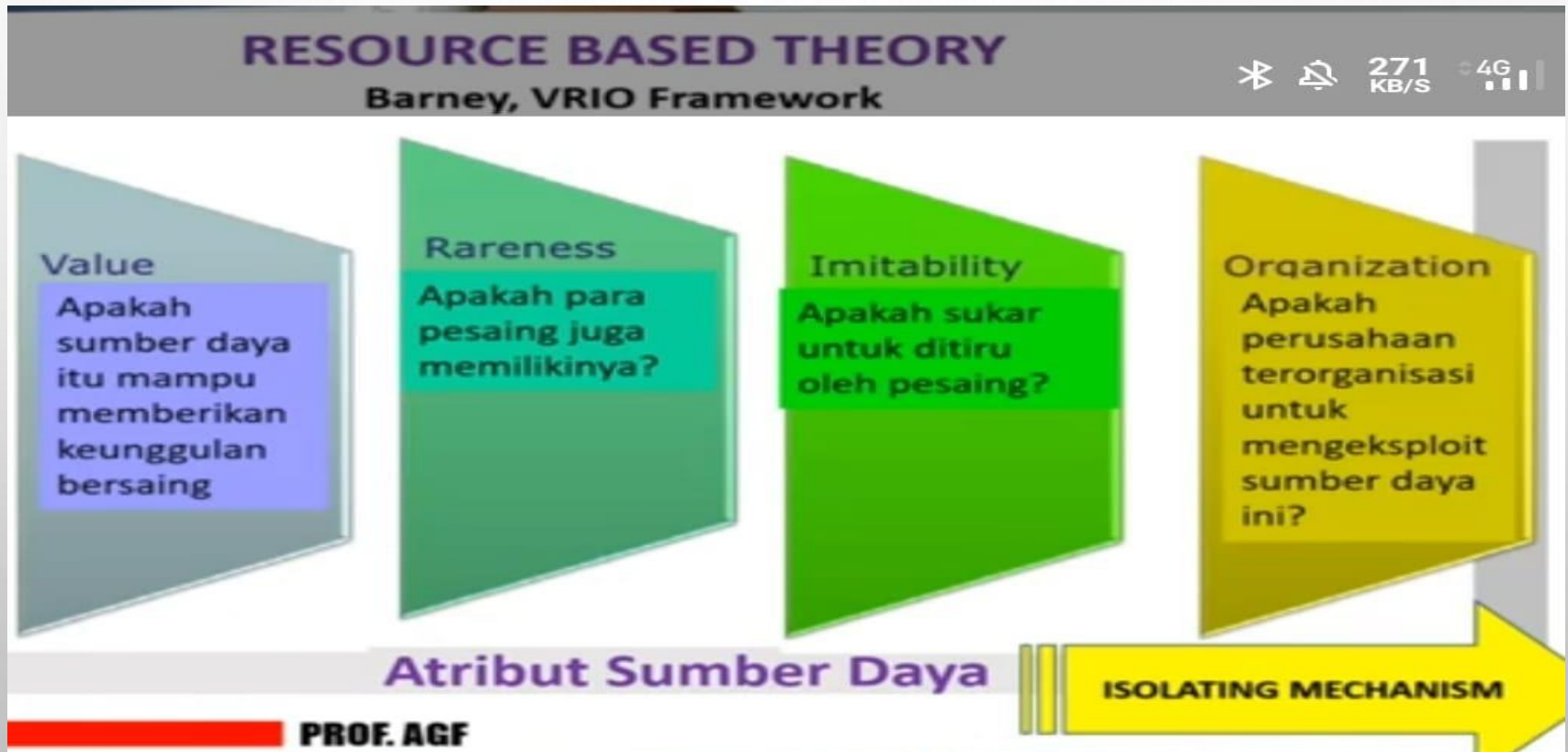
# ILUSTRASI: TOKO MENJUAL MAINAN BERUANG DI SINGAPORE DAN KONTEK DENGAN SDL TEORI

## PROSES PURCHASE: Value Consumer-CoCreation

1. Antri
2. Memilih produk utama dan pembeli didampingi penjual
3. Asesories
4. Proses produksi
5. Proses finishing
6. Proses identifikasi nama dan tanggal lahir-sertifikat
7. Proses pembayaran
8. Proses packing- rumah beruang
9. selesai



# VRIO FRAMEWORK



# 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**

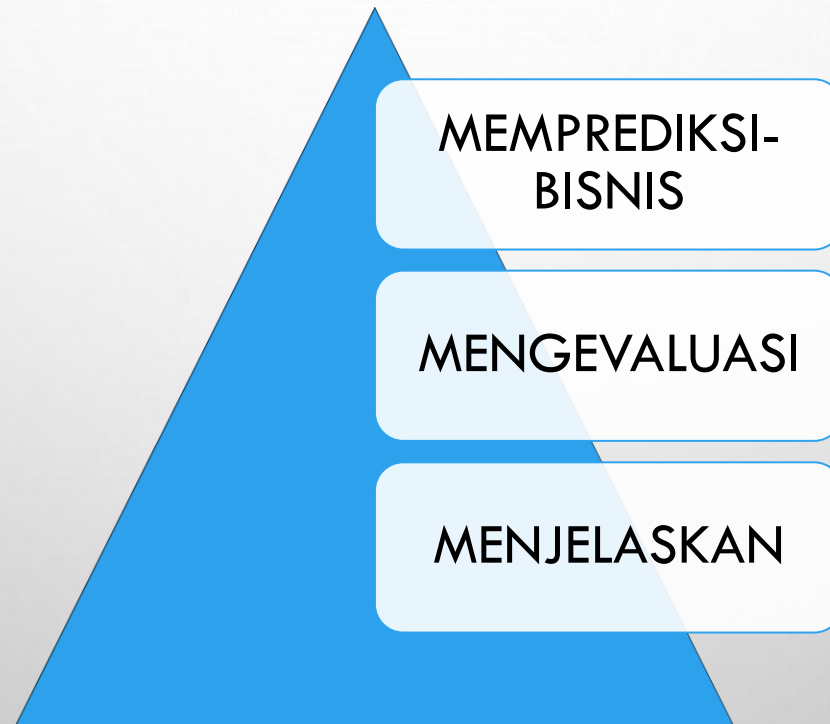
**MENETAPKAN  
SASARAN DAN  
MERUMUSKAN  
STRATEGI  
BISNIS**

**PERENCANAAN  
KONTINGENSI  
DAN  
MANAJEMEN  
KRISIS.**

# PERTEMUAN 03



# PERAN TEORI ILMU MANAJEMEN



# THE ORGANIZATION THEORY

## THE ORGANIZATIONAL THEORY → MARKETING SCOPE

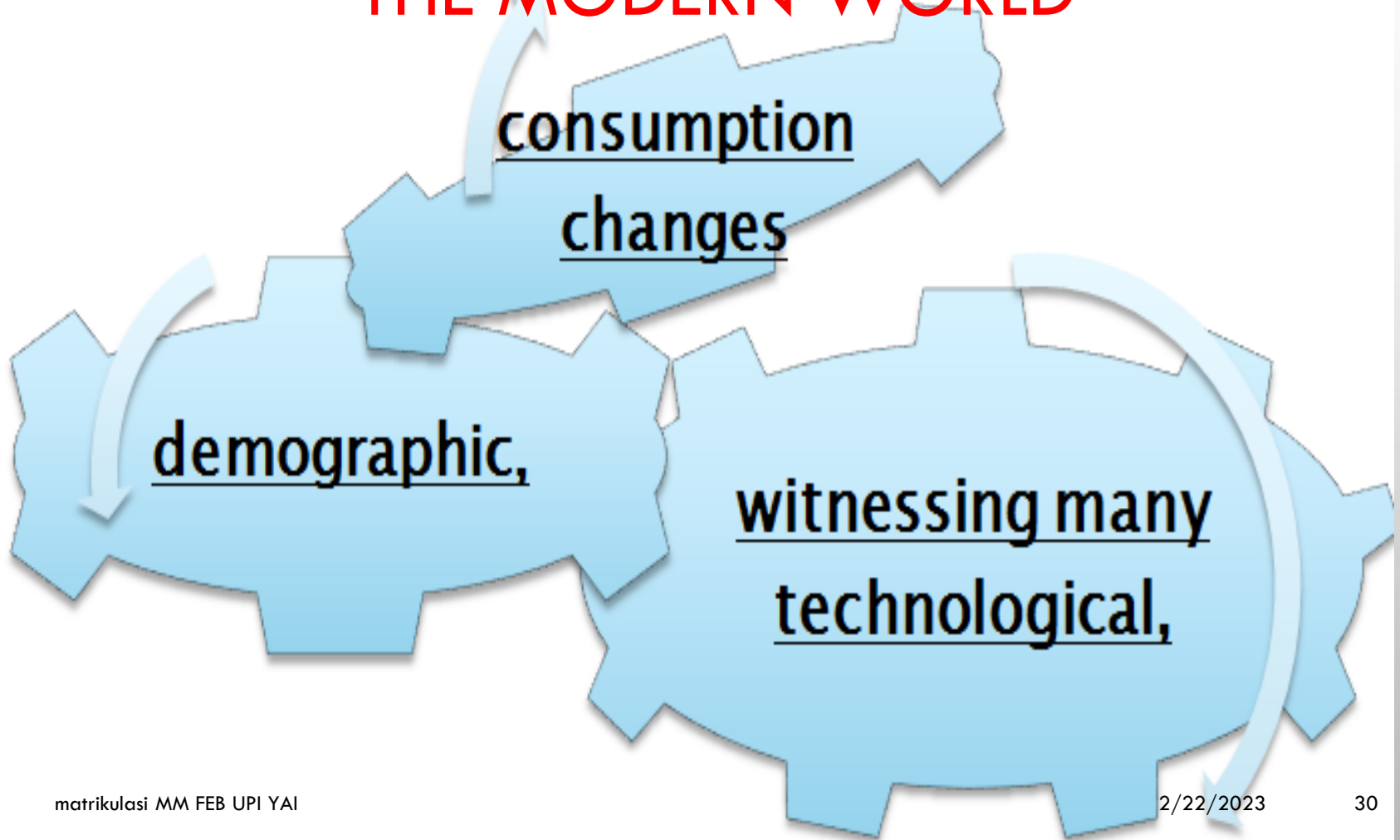
### THEORY

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: A CASE THE RETAIL BUSINESS

## 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

PENGORGANISASIAN

PENGARAHAN

PENGAWASAN

EVALUASI

# DASAR KETRAMPILAN MANAJER

KETRAMPILAN  
TEKNIS

HUMAS

KONSEPTUAL

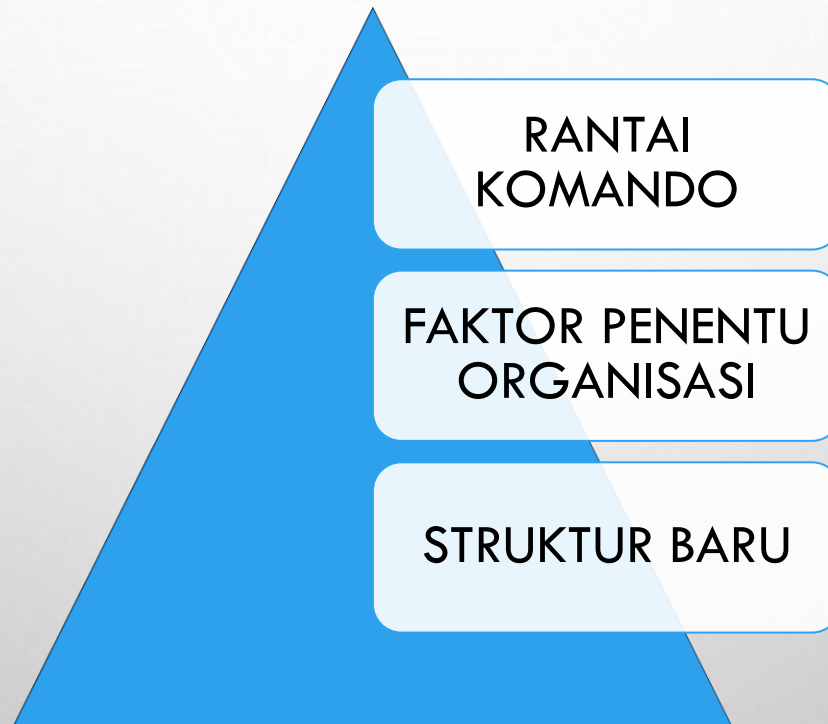
PENGAMBILAN  
KEPUTUSAN

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 ANGGKATAN 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



PEKERJA PARUH WAKTU  
DAN TEMPORER

MENGELOLA PEKERKA  
BERILMU

KERAGAMAN  
ANGKATAN KERJA

# 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)

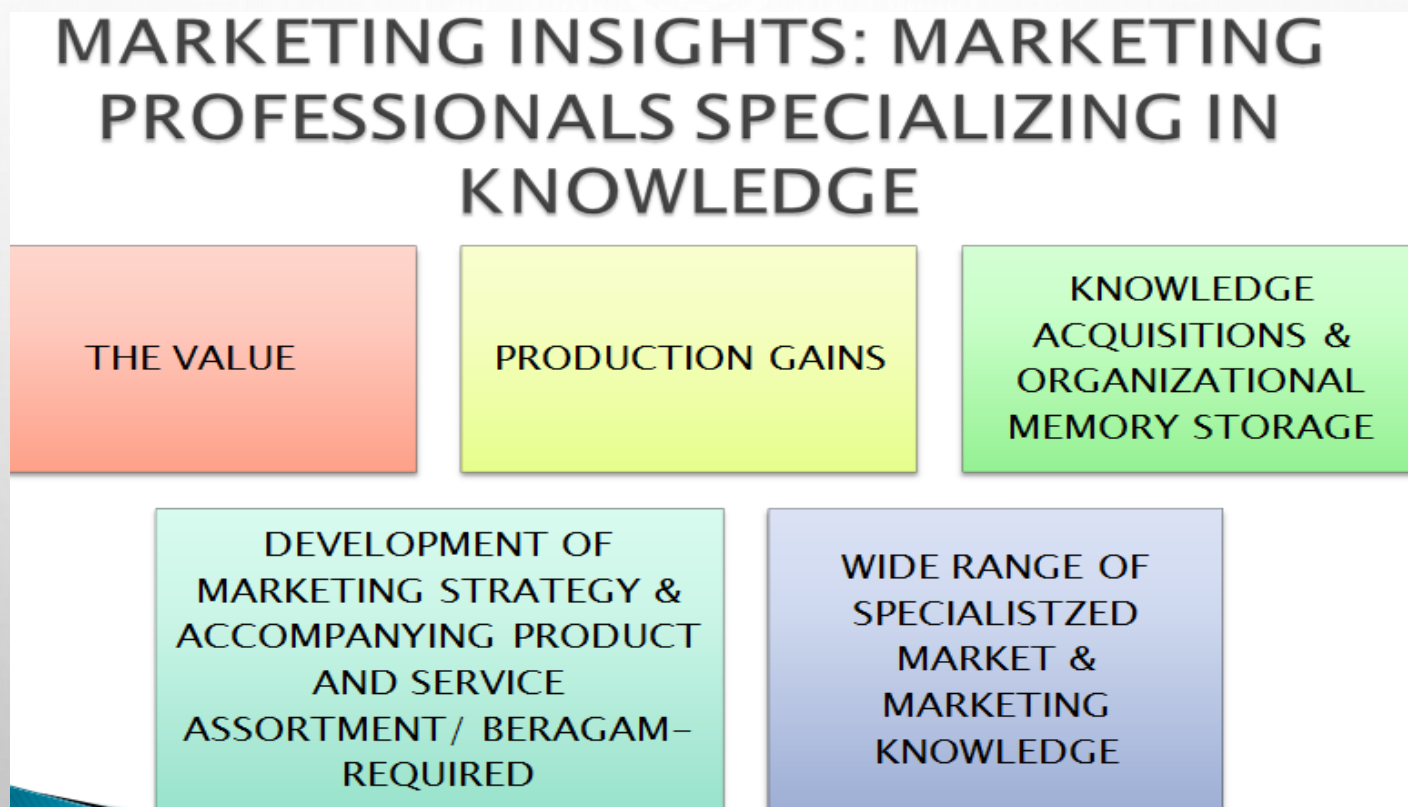
### ORIGINAL SCOPE

- 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 THEORY OF THE PERFORMANCE-FIRM THEORY



# THE Q&A

## Q&A

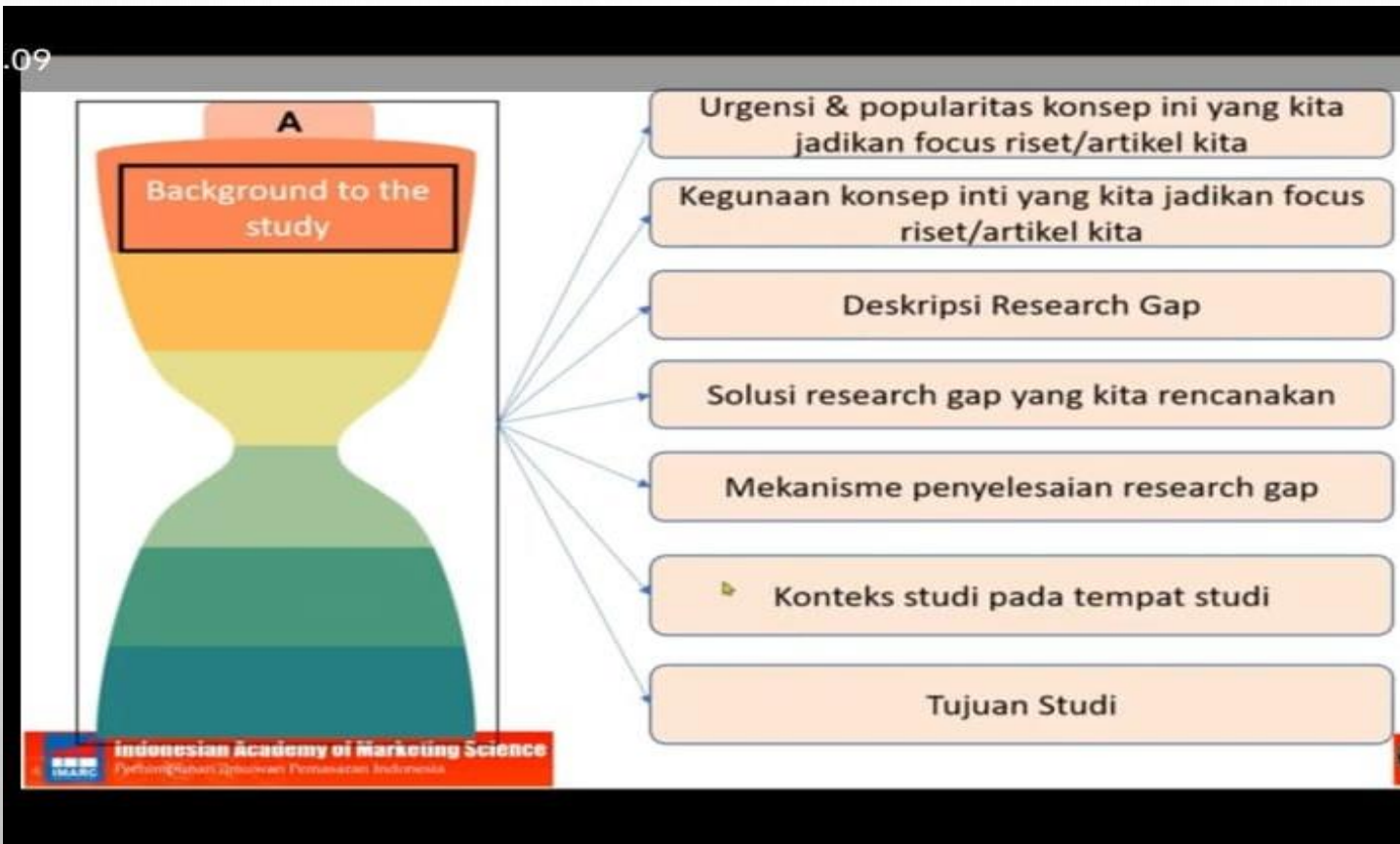
1. WHAT THE ROLE OF WELL KNOWLEDGE IN FIRM TO DEVELOP PRODUCT?

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

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

# TEORI DAN RISET

09



# DISCUSSION

- TO THE CLASS