



FACULTY OF ECONOMICS AND BUSINESS  
UNIVERSITAS TRISAKTI



**MASTER OF MANAGEMENT STUDY PROGRAM**



# UNIVERSITAS TRISAKTI

JL. KYAI TAPA NO.1 TOMANG, - GROGOL PETAMBURAN,  
WEST JAKARTA - JAKARTA



## Vision and Mission

The Faculty of Economics and Business vision is: Becoming a reliable international standards faculty focusing on local values in developing knowledge to improve the quality of life and civilization. The missions of the Universitas Trisakti Faculty of Economics and Business are:

1. Increasing the faculty's participation in producing human resources with intellectual abilities, international standards, and Trisakti Trikrana character through teaching and learning activities.
2. Increasing research activities to develop knowledge focusing on local values to solve national problems and improve life and civilization.
3. Increasing the participation of the faculty to support the community and industry through community service activities.

## Research

Faculty of Economics and Business conduct an adequate quality inquiry of the research system (procedures, regulations, and ownership of the policies) and the Faculty Research Council's improvements at the Faculties and Study Programs level and the University Research Council at the Research Institute level. Every lecturer is allocated to conduct research twice a year. In coordination with the Faculty Research Council, Study Program management units work training activities related to research methods and academic writing in terms of the content and analytical tools on and off-campus.

## Study Center

The Faculty of Economics and Business has 7 Study Centers as follows: Center for Study of SMEs and Business Competition and the Center for Regional Economic Development Studies managed by Economics Study Program; Center for Service Management, Center for Finance Management and Center for Human Resources and Organization managed by Management Study Program; Center for Accounting Studies and Development and Center for Islamic Economics Studies managed by Accounting Study Program.

## Facilities

Academic infrastructure facilities at Campus A include 79 units with 5,980 m<sup>2</sup>, and at Campus F contains 61 units with an area of 4,358 m<sup>2</sup>. Other facilities include nine laboratories, two libraries, 80 lecturer rooms, ten administrative rooms, and 27 additional rooms. Besides, the Faculty of Economics and Business is also equipped with a Research Committee room, Publisher Institution room, PSSB room, student evaluation room, official room, international relations room, meeting room, lecture administration room, archive room, Community Service room, study center, thesis/comprehensive examination room, and full-time lecturer workspace.

## Community Service Activity

Faculty of Economics and Business carried out Community Service through adequate quality inquiry of the community service system (procedures, regulations, and ownership of the policies) and improvements by LEMDIMAS at University and Faculties and Study Programs community partners are still inadequate. All community service activities carried out by all Study Programs are in line with the vision, mission, and objectives of the Faculty, by providing education and training needed by the community and the school teachers.

## Collaboration and Affiliation

The Faculty of Economics and Business collaborates with other institutions. The MOU with domestic companies and overseas companies.

## Staff

Master of Management Study Program has 59 lecturers, including 9 Professors and more than 40 qualified doctors. Master of Management Study Program has qualified administration staff in sufficient numbers whose highest education level is a master's degree.

## Research Activity

Every year, lecturers conduct research involving the students that enable them to have analytical skills in the development of management knowledge.

## Community Service

Community service is conducted every semester involving all lecturers. These activities are expected to give solutions to community problems by providing counseling and training that positively impact the community's economy.

## Students Activity

The Master of Management Study Program facilitates student activities in the form of Student Organizations such as the Master of Management Student Communication Forum (MM FKM) and activities such as MM Day, Bootcamp, Day Seminar, Social Service, etc. These activities also involve alumni to create collaboration and networking.



## Concentration

- ☞ MARKETING MANAGEMENT
- ☞ FINANCIAL AND RISK MANAGEMENT
- ☞ HUMAN CAPITAL MANAGEMENT
- ☞ OPERATION & SUPPLY CHAIN MANAGEMENT
- ☞ SERVICE MANAGEMENT
- ☞ SUSTAINABILITY RESPONSIBILITY
- ☞ COMMUNITY ENTREPRENEURSHIP
- ☞ COMMUNICATION MANAGEMENT

## Curriculum

The Universitas Trisakti Master of Management Study Program has several areas of concentration. The distribution of courses based on their nature aspects is as follows :

SUBJECT	TOTAL CREDIT
COMPULSORY	21
CONCENTRATION	15
ELECTIVE	3
THESIS	6
<b>TOTAL</b>	<b>45</b>

### Compulsory Subject

SUBJECT
1. Marketing Management
2. Human Resources Management
3. Financial and Risk Management
4. Strategic Management
5. Business Environment Economics & Entrepreneurships
6. Business Quantitative Method
7. Leadership and Innovation
8. Tesis

### Elective Subject

SUBJECT
1. Total Quality Management
2. Legal and Ethical Issue in Business
3. Corporate Social Responsibility and Sustainable Business
4. Managerial economics

### Concentration Subject

SUBJECT	
<b>CONCENTRATION OF MARKETING</b> 1. Marketing Management Research 2. Services Marketing Management 3. Global Marketing Management 4. Consumer Behavior and Marketing Strategy 5. Strategic Marketing	<b>CONCENTRATION OF SERVICE MANAGEMENT</b> 1. Marketing Management Research 2. Services Marketing Management 3. Global Marketing Management 4. Personal and Market Value Creation 5. Managing Services
<b>CONCENTRATION OF FINANCIAL AND RISK MANAGEMENT</b> 1. Financial Management & Risk Research 2. Enterprise Risk Management 3. International Financial Management 4. Financial Engineering 5. Strategic Financial Management	<b>CONCENTRATION OF SUSTAINABILITY</b> 1. Sustainability Research 2. CSR & Sustainability Communication and Reporting 3. Risk Analysis and Social Impact Assessment 4. CSR & Sustainable Development: concept, contexts and issues 5. CSR & Sustainability Tools Design and Application
<b>CONCENTRATION OF HUMAN CAPITAL MANAGEMENT</b> 1. Human Capital Management Research 2. Organization Development and Change 3. Human Capital Performance 4. Managing Industrial Relation 5. Strategic Human Resource and Talent Management	<b>CONCENTRATION OF COMMUNITY AND ENTREPRENEURSHIP</b> 1. Community Entrepreneurship Research 2. CSR & Sustainability Communication and Reporting 3. Risk Analysis and Social Impact Assessment 4. CSR & Sustainable Development: concept, contexts and issues 5. Social Innovation and Business Plan
<b>CONCENTRATION OPERATION AND SUPPLY CHAIN</b> 1. Operation and Supply Chain Management Research 2. Strategic Operation Management 3. Sustainable Supply Chain Management 4. Quality Improvement and Six Sigma 5. Supply Chain Project Management	<b>CONCENTRATION OF COMMUNICATION MANAGEMENT</b> 1. Public Relations Research and Evaluation 2. Applied Communication Theory 3. Strategic Public Relations Management 4. Program Public Relations Plan 5. Risk, Issues, Crisis Management

