



COURSES TAKEN IN BUSINESS ADMINISTRATION

Academic Year 2018/2019

CENTER OF EXCELLENCE IN TEACHING

Welcome to President University, where tomorrow's leaders come together. You will be entering dynamic university environments where international students make up over 10% of the student population so your experience will be truly international. You will be able to learn and share not only with your Indonesia peers but also those from other countries.

Our strong industry and professional partnership – with more than 1700 multinational companies from 30 countries [USA, Canada, UK, Germany, France, The Netherlands, China, Korea, Japan, Taiwan, Malaysia, Singapore, Australia] at JABABEKA INDUSTRIAL ESTATE, will ensure our graduates will leave with the skills and knowledge employment value most. The following is the key and brief courses will be taken for each study program.

COURSE GUIDELINE

CONCENTRATION IN RETAIL BUSINESS

1. Principles of Retailing
2. Principles of Retail Buying
3. Retail Operation Strategy
4. Practices of Retail Buying
5. Retail Marketing Strategy
6. Retail Logistics

CONCENTRATION IN WEALTH PLANNING

1. Risk Management and Insurance Planning
2. Investment Planning
3. Tax Planning
4. Retirement Planning and Employee Benefits
5. Estate Planning
6. Wealth Planning simulation

CONCENTRATION IN FAMILY BUSINESS

1. Family Business Management
2. Family Business Administration
3. Trans generational Leadership
4. Innovation in Small Family Business
5. Family Business Dynamic and Succession
6. Research on Family Business

CONCENTRATION IN HTB [Hotel Tourism Business]

1. Culinary and FB Service Management
2. Hotel and Resort Management
3. Leisure, Sport, and Recreation Management
4. MICE Management
5. International & Domestic Tour and Travel Mgt.
6. Research on Hospitality and Tourism Business

CONCENTRATION IN GLOBAL BUSINESS

1. Trade Diplomacy
2. Diplomacy and the role of MNCs
3. Business Politics and Diplomacy in Asia Pacific
4. Business Politics and Diplomacy in Europe
5. Business Politics and Diplomacy in USA
6. The Rise and Fall of MNCs

CONCENTRATION IN DIGITAL BUSINESS

1. Managing Digital Convergence
2. Social Media and Interactive Management
3. Ubiquitous (mobile) Management
4. Value Innovation of IT
5. Data Science for Business Intelligence
6. Valuation of IT Media Business

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