



# COURSES TAKEN IN MANAGEMENT

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 DIGITAL & CONTEMPORARY MARKETING

1. Consumer Behavior
2. Advertising & Integrated Marketing Communication
3. Digital marketing
4. Sales Management
5. International Marketing
6. Brand Management

### CONCENTRATION IN INTERNATIONAL BUSINESS

1. International Trade
2. International Cooperation For Sustainability
3. Global Supply Chain Management
4. International Financial Institutions
5. International Strategy and Policy
6. International Economics

### CONCENTRATION IN HUMAN CAPITAL MANAGEMENT

1. Recruitment and Selection
2. Training and Development
3. Compensation and Performance Management
4. Occupational Safety and Health
5. Industrial Relations
6. Competency Based Human Capital

### CONCENTRATION IN BANKING & FINANCE

1. General Banking
2. Corporate Finance
3. Fixed Income Securities & Equity
4. Investment Analysis & Portfolio Management
5. Risk Management
6. Financial Modelling (& Laboratory)

### ELECTIVES COURSES

1. E-Marketing & E-Commerce
2. Feasibility Study
3. Public Finance
4. International Business & Negotiation
5. Industrial Psychology

