

**CURRICULUM**  
**MANAGEMENT STUDY PROGRAM, FACULTY OF ECONOMICS AND BUSINESS**  
**ESA UNGGUL UNIVERSITY, JAKARTA, INDONESIA**

\*M/W = Mandatory / Wajib

\*\*E/P = Elective / Pilihan

SEMESTER 1				
Courses	Credits	Type	Code	Mata Kuliah
Introduction to Accounting 1 & Practice	3	M/W	FEB110	Pengantar Akuntansi 1 dan Lab.
Introduction to Business	3	M/W	FEB112	Pengantar Bisnis
Business Mathematics	3	M/W	FEB115	Matematika Bisnis
Indonesian Language	2	M/W	UNV111	Bahasa Indonesia
English Language 1	3	M/W	UNV112	Bahasa Inggris 1
Civil Education	2	M/W	UNV113	Pendidikan Kewarganegaraan
Religion Education	2	M/W	UNV114	Pendidikan Agama
Pancasila Education	2	M/W	UNV121	Pendidikan Pancasila
<b>Total</b>	<b>20</b>			

SEMESTER 2				
Courses	Credits	Type	Code	Mata kuliah
Quantitative Management	3	M/W	EBM312	Manajemen Kuantitatif
Introduction to Accounting 2 & Practice	3	M/W	FEB210	Pengantar Akuntansi 2 dan Lab.
Introduction to Management	3	M/W	FEB211	Pengantar Manajemen
Microeconomics	3	M/W	FEB212	Ekonomi Mikro
Business Statistics	3	M/W	FEB213	Statistik Bisnis
Intoduction to Computer Application	2	M/W	FEB114	Pengantar Aplikasi Komputer
English Language 2	3	M/W	UNV321	Bahasa Inggris 2
<b>Total</b>	<b>20</b>			

SEMESTER 3				
Courses	Credits	Type	Code	Mata Kuliah
Operational Management	3	M/W	EBM310	Manajemen Operasional
Macroeconomics	3	M/W	FEB113	Ekonomi Makro
Human Resource Management	3	M/W	EBM311	Manajemen SDM
Cost Accounting	3	M/W	FEB310	Akuntansi Biaya
Financial Management	3	M/W	FEB311	Manajemen Keuangan
Marketing Management	3	M/W	FEB313	Manajemen Pemasaran
Entrepreneurship 1	3	M/W	UNV211	Kewirausahaan 1
<b>Total</b>	<b>21</b>			

SEMESTER 4				
Courses	Credits	Type	Code	Mata Kuliah
Organizational Behaviour	3	M/W	EBM410	Perilaku Organisasi
Supply Chain Management	3	M/W	EBM411	Manajemen Rantai Pasokan
Consumer Behaviour	3	M/W	EBM412	Perilaku Konsumen
Accounting Management	3	M/W	FEB412	Akuntansi Manajemen
Money and Capital Markets	3	M/W	FEB413	Pasar Uang Pasar Modal
Indonesian Economy	3	M/W	FEB516	Perekonomian Indonesia
Business Law	3	M/W	FEB513	Hukum Bisnis
<b>Total</b>	<b>21</b>			

SEMESTER 5				
Courses	Credits	Type	Code	Nama Matakuliah
Banking Management	3	M/W	EBM961	Manajemen Perbankan
Management Information System	3	M/W	FEB511	Sistem Informasi Manajemen
Business Budgeting	3	M/W	FEB952	Penganggaran Bisnis
English Language 3	3	M/W	UNV411	Bahasa Inggris 3
Business Ethics	3	M/W	EBM611	Etika Bisnis
HR Development and Empowerment	3	M/W	EBM504	Pembinaan Dan Pemberdayaan SDM
Elective Course - 1	3	E/P		Mata Kuliah Pilihan Konsentrasi - 1
<b>Total</b>	<b>21</b>			
<b>MBKM</b>	<b>20</b>	<b>E/P</b>		<b>MBKM (Merdeka Belajar Kampus Merdeka)</b>

SEMESTER 6				
Courses	Credits	Type	Code	Nama Matakuliah
Research Methodology	3	M/W	EBM610	Metode Penelitian
Corporate Governance	3	M/W	FEB943	Tata Kelola Perusahaan
Strategic Management	3	M/W	FEB717	Manajemen Strategik
Taxation	3	M/W	FEB314	Perpajakan
Elective Course -1	3	E/P		Mata Kuliah Pilihan Konsentrasi - 1
Elective Course -2	3	E/P		Mata Kuliah Pilihan Konsentrasi - 2
Elective Course -3	3	E/P		Mata Kuliah Pilihan Konsentrasi - 3
<b>Total</b>	<b>21</b>			
<b>MBKM</b>	<b>20</b>	<b>E/P</b>		<b>MBKM (Merdeka Belajar Kampus Merdeka)</b>

SEMESTER 7				
Courses	Credits	Type	Code	Mata Kuliah
Seminar on Management	3	M/W	EBM711	Seminar Manajemen
Business Reasearch	3	M/W	EBM710	Riset Bisnis
Change Management and Development	3	M/W	EBM513	Manajemen Perubahan dan Pengembangan
Cooperative and SME Management	3	M/W	FEB941	Manajemen Koperasi dan UKM
Elective Course -1	3	E/P		Mata Kuliah Pilihan Konsentrasi - 1
<b>Total</b>	<b>15</b>			
<b>MBKM</b>	<b>20</b>	<b>E/P</b>		<b>MBKM (Merdeka Belajar Kampus Merdeka)</b>

SEMESTER 8				
Courses	Credits	Type	Code	Mata Kuliah
Final Paperwork (Thesis)	6	M/W	EBM810	Tugas Akhir (Skripsi)
<b>Total</b>	<b>6</b>			

#### ELECTIVE COURSE – MATAKULIAH PILIHAN

DIGITAL MARKETING Elective Courses				
Courses	Credits	Semester	Code	Mata Kuliah
E-commerce	3	5	FEB980	E-commerce
Digital Marketing Revolution	3	6	EMD601	Revolusi Pemasaran Digital
Online Marketing in Practice	3	6	EMD602	Pemasaran Daring
Digital Marketing Analytics	3	6	EMD603	Analitic Pemasaran Digital
Digital Media and Communication	3	7	EMD701	Media Digital dan Komunikasi

LEAN MANAGEMENT Elective Courses				
Courses	Credits	Semester	Code	Mata Kuliah
Lean Management Philosophy	3	5	EML501	Filosofi Manajemen Lean
Lean Management System	3	6	EML601	Sistem Manajemen Lean
Lean transformation	3	6	EML602	Transformasi Lean
Lean Enterprise	3	6	EML603	Lean Enterprise
Lean Six Sigma Project	3	7	EML701	Lean Six Sigma Project

<b>ENTREPRENEURSHIP Elective Courses</b>				
<b>Courses</b>	<b>Credits</b>	<b>Semester</b>	<b>Code</b>	<b>Mata Kuliah</b>
Market Analysis and Business Model	3	5	EMK501	Analisis Pasar dan Model Bisnis
Business Desain and Planning	3	6	EMK601	Desain dan Perencanaan Bisnis
Startup Financial Strategy	3	6	EMK602	Strategi Keuangan Startup
Online Marketing in Practice	3	6	EMD602	Pemasaran Daring
Business Communication and Negotiaton	3	7	EMK701	Komunikasi dan Negosiasi Bisnis

<b>SHARIA BUSINESS Elective Courses (PBS)</b>				
<b>Courses</b>	<b>Credits</b>	<b>Semester</b>	<b>Code</b>	<b>Mata Kuliah</b>
Fiqih Muamalah	3	5	EMS501	Fiqih Muamalah
Islamic Financial Institutions	3	6	EMS601	Lembaga Keuangan Islam
Halal Industry Management	3	6	EMS602	Manajemen Industri Halal
ZISWAF Management	3	6	EMS603	Manajemen ZISWAF
Islamic Financial Management	3	7	EMS701	Manajemen Keuangan Islam

<b>GENERAL MANAGEMENT Elective Courses (PIM)</b>				
<b>Courses</b>	<b>Credits</b>	<b>Semester</b>	<b>Code</b>	<b>Mata Kuliah</b>
Financial Analysis and Practice	3	5	FEB515	Analisis Keuangan dan Lab
Industrial Psychology	3	6	EBM903	Psikologi Industri
Integrated Marketing Communication	3	6	EBM511	Komunikasi Pemasaran Terpadu
Quality Management	3	6	EBM512	Manajemen Kualitas
International Business	3	7	FEB982	Bisnis Internasional
Risk Management	3	7	FEB983	Manajemen Resiko
International HR Management	3	7	EBM984	Manajemen SDM Internasional
International Marketing	3	7	EBM985	Pemasaran Internasional
International Financial Management	3	7	FEB981	Manajemen Keuangan International
Relational Marketing	3	7	EBM962	Pemasaran Relasional
Sociology	3	7	FEB615	Sosiologi

## KONVERSI MBKM

Jenis Kegiatan MBKM	Konversi (SKS)
1. Pertukaran Pelajar (IISMA & Antar Pulau)	20
2. Magang/Praktik Kerja	20
3. Asistensi Mengajar di Satuan Pendidikan	20
4. Penelitian/Riset	20
5. Proyek Kemanusiaan	20
6. Kegiatan Wirausaha/Wirausaha Merdeka	20
7. Studi/Proyek Independen	20
8. Membangun Desa/Kuliah Kerja Nyata Tematik	20
9. Bela Negara	20