



Manajemen  
KITA



# ACADEMIC PROGRAM BOOK

Undergraduate Programme  
of Management

 [manajemeneunesa.ac.id](mailto:manajemeneunesa.ac.id)  [@manajemenunesa](https://www.instagram.com/manajemenunesa)  Surabaya, Indonesia

Universitas Negeri Surabaya

## Learning Outcome

The Bachelor of Management Programme Unesa has developed the following **Programme Educational Objectives** to be achieved by graduates in the first year and several years after graduation: young entrepreneurs, professional financial workers, professional human resource workers, and professional marketing workers who are capable:

- (PEO 1) to apply management concepts and theories in human resources, marketing, and finance in their work.
- (PEO 2) to self-develop themselves through formal and informal education.
- (PEO 3) to implement business ethics, managerial skills, and entrepreneurial leadership.

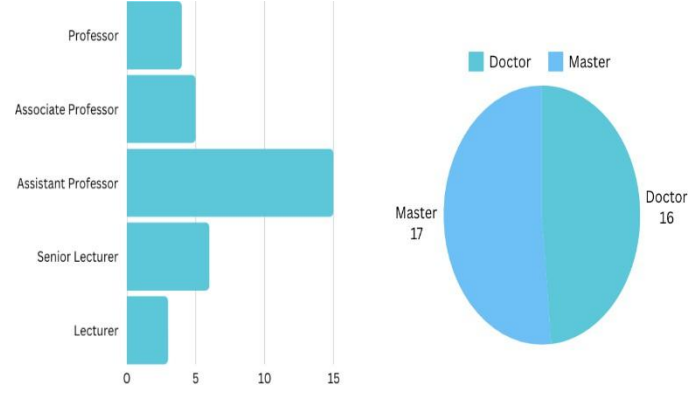
Therefore, The Bachelor of Management Programme Unesa has developed the following **Programme Learning Outcomes** to be achieved by all students:

- (PLO 1) Graduates can implement management theory in managing organizations effectively.
- (PLO 2) Graduates can communicate effectively.
- (PLO 3) Graduates can adapt well to the context of the business problems they face. (PLO 4) Graduates can appropriately apply information technology to manage financial, marketing, and HR data.
- (PLO 5) Graduates can develop business ideas in a global business environment creatively.
- (PLO 6) Graduates can make strategic decisions for self-development appropriately. (PLO 7) Graduates can manage organizations ethically.
- (PLO 8) Graduates can develop an entrepreneurial leadership spirit sustainably. (PLO 9) Graduates can work well for self-development.
- (PLO 10) Graduates can conduct research well and ethically.

## Lecturer's Profile

The Bachelor of Management Program Unesa has 34 lecturers. The academic staff consists of several academic ranks. The ranks include lecturer, senior lecturer, assistant professor, associate professor, and professor. Furthermore, based on academic qualifications, academic staff are categorised as Doctor (PhD) and Master degree holders. The details of academic staff are available at

The Bachelor of Management Program Unesa has



Distribution of Academic Staff by Academic Rank and Academic Qualifications

<https://manajemen.feb.unesa.ac.id/page/academic-staff>

Following a full programme review



accredits the Study Programme

**MANAGEMENT (BACHELOR OF MANAGEMENT)**

at

**UNIVERSITAS NEGERI SURABAYA**

The accreditation procedure and the resolution are based on the Standards and Guidelines for Quality Assurance in the European Higher Education Area (ESG). The programme complies with the AQAS criteria for programme accreditation and is compliance with the requirements defined by the ESG. The accreditation is implemented according to the resolution of the Standing Commission of 28 January, 2022. The accreditation is conditional and valid until 30 September, 2027.

Procedure No. 77072

COLOGNE, 28.01.2022

*Eberhard Menzel*  
**PROF. DR. EBERHARD MENZEL**  
 PRESIDENT

*Verena Kloeters*  
**DR. VERENA KLOETERS**  
 MANAGING DIRECTOR

AQAS e.V. is recognized by and/or member of the following organisations:



The Bachelor of Management Programme Unesa has been accredited nationally and internationally. National accreditation was obtained from the Indonesian Independent Accreditation Institute for Economics, Management, Business & Accounting (LAMEMBA) with Decree Number 007/DE/A.5/AR.10/IX/2022, with the predicate Unggul (excellent), valid until November 7, 2027. Meanwhile, international accreditation was obtained from The Agency for Quality Assurance (AQAS), with the accreditation results Unconditional and valid until September 30, 2027.



PERKUMPULAN LEMBAGA AKREDITASI MANDIRI EKONOMI MANAJEMEN BISNIS DAN AKUNTANSI

### SERTIFIKAT AKREDITASI

Berdasarkan Keputusan LAMEMBA No. 007/DE/A.5/AR.10/IX/2022, menyatakan bahwa

Program Studi **Manajemen** Pada Program Sarjana  
**Universitas Negeri Surabaya, Kota Surabaya**  
 Terakreditasi dengan peringkat:  
**Unggul**

Sertifikat Akreditasi ini berlaku 5 (lima) tahun sejak tanggal **7 November 2022** sampai dengan **7 November 2027**

Jakarta, 19 September 2022

Dewan Eksekutif

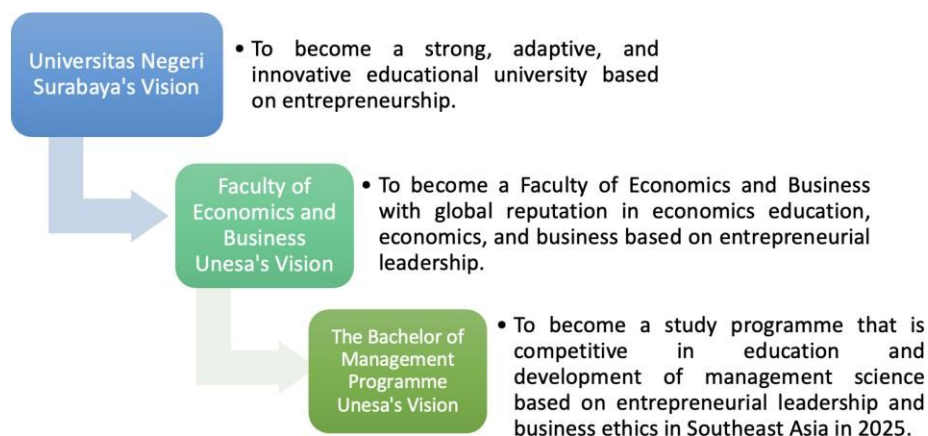


**Prof. Dr. Ina Primiana, S.E., M.T.**  
 Ketua



## Program's Profile

The Bachelor of Management Programme Unesa began operations in August 2003, following its Operational Permit Decree (No. 1184/D/T/2003, 10 June 2003). On 5 October 2007, the programme was elevated to the Department of Management under the Faculty of Economics (Decree No. 158A/H38/HK.01.23/PP.03.02/2007). In line with Government Regulation No. 37 of 2022 on State Universities with Legal Entity Status (*Perguruan Tinggi Negeri Berbadan Hukum – PTN-BH*), which applies to Surabaya State University, the departmental structure was removed. As a result, the Management Study Programme now operates directly under the Faculty.



To strengthen its scientific vision, The Bachelor of Management Programme Unesa upholds the motto "Manajemen KITA," symbolising a collaborative approach where all management lecturers contribute to the programme's growth and development. The word "KITA" not only represents the first-person plural pronoun, signifying togetherness, but also embodies the core values of being:

- *Kreatif* (Creative): Embracing creativity to drive innovation and solve challenges effectively.
- *Inovatif* (Innovative): Continuously seeking and implementing new ideas to enhance learning and management practices.
- *Transparan* (Transparent): Upholding openness, honesty, and clear communication in all academic and administrative activities.
- *Akuntabel* (Accountable): Ensuring responsibility and integrity in every action to achieve educational excellence.

## Curriculum

The Bachelor of Management Programme Unesa's students must take 145 credits (equivalent to 230.55 ECTS) to graduate from this programme, which consists of 135 credits of compulsory courses and 11 credits of elective courses that must be taken from the 42 credits of elective courses available. A credit is equivalent to 1.59 ECTS. The Bachelor of Management Program Unesa curriculum consists of three specialisations, including Financial Management, Marketing Management, and Human Resource Management.

The Bachelor of Management Programme Unesa's students are required to participate in independent learning activities following the Decree of the Rector of Unesa No. 3 of 2021 concerning the Implementation of the Independent Learning Program and Recognition and Conversion of Courses at Universitas Negeri Surabaya, in Article 4 letter f it is stated that Internships are mandatory for undergraduate students, non-education undergraduate programs, and applied undergraduate programs. Independent learning activities are carried out for 1 semester for each activity. The independent learning activities in The Bachelor of Management Programme Unesa are internships, student exchanges, entrepreneurship, and thematic community service programmes.

Student exchanges are conducted with The Bachelor of Management Program Unesa's partner campuses, following the curriculum synchronisation results, which can be started in the 3rd semester. Thematic community service programmes and entrepreneurship are designed by integrating 7 courses in the 5th semester. Furthermore, the internship is designed by integrating 7 other courses in the 6th semester.

The distribution of courses for each semester is presented below.

### 1st Semester

Courses	Credit
Pancasila	2
Introduction to Management	3
Statistics I	3
Mathematics for Economics	3
Introduction to Business	3
Introduction to Economics Theory	3
Introduction to Accounting	3
Total Credit	20

### 2nd Semester

Courses	Credit
Civics Education	2
Religion	2
International Business	3
Cost Accounting	3
Macroeconomics Theory	2
Microeconomics Theory	2
Statistics II	3
Monetary Economics	3
Total Credit	20

### 3rd Semester

Courses	Credit
Operational Research	3
Managerial Economics	3
Operations Management	3
Human Resource Management	3
Financial Management	3
Marketing Management	3
Computer Application	2
Entrepreneurship	2
Bahasa	2
Total Credit	24

4th Semester

Courses	Credit
Industrial Psychology	2
Organizational Behavior	3
Research Methodology	3
Management Accounting	3
E-commerce	3
Taxation	3
Sports Education	2
Business Ethics	3
English for Business	2
<b>Total Credit</b>	<b>24</b>

5th Semester

Courses	Credit
Corporate Budget	3
Strategic Leadership	3
Management Information System	3
Business Feasibility Study	3
Financial Statement Analysis*/ Safety and Accident Management**/ Sales Management***	2
Practice of Entrepreneurship	2
Community Service Program Planning	2
Community Service Program Evaluation	2
Digital Literacy	2
<b>Total Credit</b>	<b>22</b>

\*Financial Management specialisation courses

\*\*Human Resource Management specialisation courses

\*\*\*Marketing Management specialisation courses

## 6th Semester

Courses	Credit
Investment Management*/Performance Management**/Marketing Research***	3
Strategic Management	3
Risk Management	3
Change Management	2
Business Law	2
Business Communication Practice	3
Internship Program Planning	2
Internship Program Evaluation	2
Total Credit	20

\*Financial Management specialisation courses

\*\*Human Resource Management specialisation courses

\*\*\*Marketing Management specialisation

## courses 7th Semester

Courses	Credit	
Proposal Seminar	2	
Marketing Management Specialization (Students must choose 3 courses out of the 5 available)	Consumer Behavior	3
	Service Marketing	3
	Marketing Strategy	3
	International Marketing	3
	Marketing Communication	2
Finance Management Specialization (Students must choose 3 courses out of the 5 available)	Banking Management	3
	Advanced Financial Management	3
	Derivative Financial Instruments	3
	Financial Institutions & Capital Markets	2



	International Financial Management	3
Human Resource Management Specialisation (Students must choose 3 courses out of the 5 available)	Ergonomics	3
	Organizational Change and Learning	3
	Global HRM	3
	Human Resources Planning	3
	Training Management	2
Total Credit		11

### 8th Semester

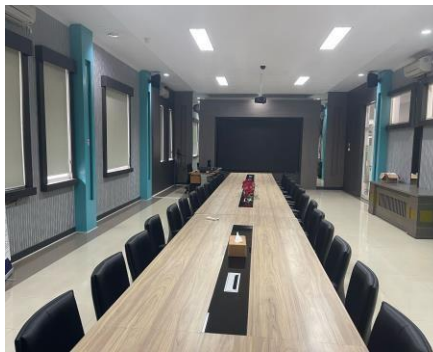
Courses	Credit
Thesis	4
Total Credit	4

## Facilities

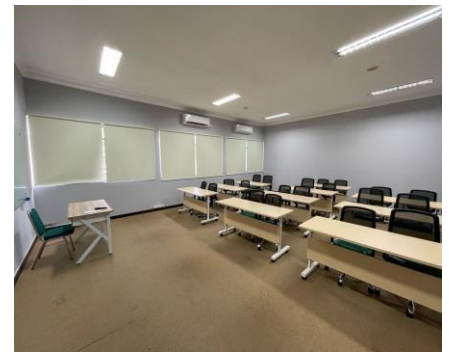
The Bachelor of Management Programme under the Faculty of Economics and Business at Universitas Negeri Surabaya features state-of-the-art facilities to enhance students' learning experiences. These include a Smart Classroom in G3 equipped with cutting-edge technology, a Computer Lab for digital learning, and a Communication Business Practice Laboratory located in G2 to develop professional communication and business presentation skills. Additionally, students have access to several classrooms, including the G10 First Floor Classroom, a Meeting Room in G6 Second Floor, fully equipped meeting rooms, and an investment gallery that provides insights into finance and investment. Furthermore, the programme provides a student lounge on the first floor of G3 for study and discussion, as well as two laboratories on the second floor of G1 to support various academic and research activities. These modern facilities foster a dynamic and engaging educational environment, ensuring students receive a high-quality, globally competitive education in business and



**Smart Classroom**



**Meeting Room**



**Classroom**

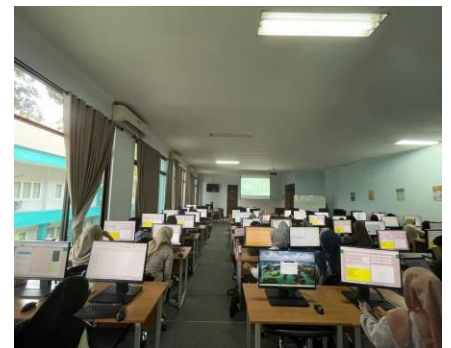
management.



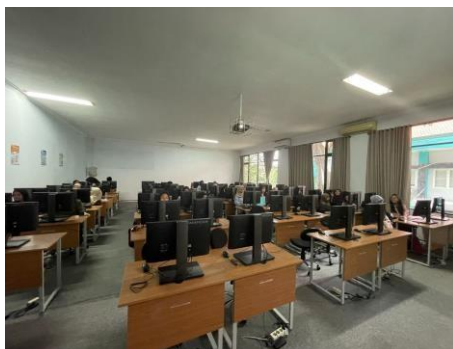
**Investment Gallery**



**Student Lounge**



**Laboratory**



**Laboratory**



**Business Communication  
Laboratory**



**Marketing Laboratory**

## International Collaboration

The Bachelor of Management Programme Unesa has actively engaged in various domestic and international collaborative efforts. Multiple partnerships with different entities, including private businesses, government institutions, higher education institutions, and international organisations, included:

- 2 foreign governmental institutions
- 46 universities, faculties, or study programs from both domestic and international institutions
- more than 31 multinational enterprises, namely PT Millenium Pharmacon International Tbk, PT Kebab Baba Rafi Internasional, PT Japfa Comfeed Indonesia Tbk., PT New Asia International, PT Astra International Tbk, PT Lamipak Primula Indonesia, PT E-T-A Indonesia, PT Danone, PT Indoprima Gemilang Engineering, PT Eloda Mitra, PT Intertrend Utama, PT Asia Pramulia, Harris Hotel, PT Semen Indonesia, PT Garudafood, PT Unilever, PT Indofood Sukses Makmur Tbk, PT Astra Honda Motor, PT Nestle Indonesia, PT Coca Cola, PT Sinar Sosro, PT Amerta Indah Otsuka, UMC Suzuki, PT Smelter, Bank Central Asia, CIMB Niaga Bank, Bank HSBC, AXA Insurance, PT Valbury Asia Futures, PT. Sucorinvest Asset Management, PT. Aston International, etc.

Below table offers detailed information regarding The Bachelor of Management Programme Unesa's active collaborations with various countries.

Country	Affiliated Partners
Saudi Arabia	Education and Culture Attaché of the Embassy of the Republic of Indonesia (KBRI) in Riyadh, Saudi Arabia
Philippines	Education and Culture Attaché of the Embassy of the Republic of Indonesia (KBRI) in Manila
Philippines	Indonesian Student Association in the Philippines (PIIF)
Philippines	Indonesian School Davao (SID), Republic of the Philippines
United Arab Emirates	Imam Malik College for Sharia and Law
Malaysia	Universiti Sains Islam Malaysia (USIM)
Malaysia	Universiti Tun Husein Onn Malaysia (UTHM)
Malaysia	Universiti Teknologi Mara (UITM)
Malaysia	Universiti Sains Malaysia (USM)

Malaysia	Universiti Kebangsaan Malaysia (UKM)
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Singapore	James Cook University Singapore (JCUS)
Singapore	National University of Singapore (NUS)
Russia	Higher School of Economics (HSE)
Thailand	Rajamangala University of Technology Krungthep
Australia	University of Queensland
Australia	University of New South Wales (UNSW)
Turkey	Gaziantep University
Lithuania	Vytautas Magnus University

The Bachelor of Management Programme Unesa has established several international partnerships with the named partner institutions in Tridharma Programmes (education, research, and community services) such as visiting professors, research and publication collaboration, joint conferences, cultural exchange, student exchange, joint competition, social welfare, keynote speaker in conferences, guest lectures, student committee, and journal management.







# IMMERSIVE

## INTERNATIONAL MANAGEMENT CONFERENCE AND PROGRESSIVE PAPERS

Fostering Innovations In Energy Efficiency, Waste Management, and Sustainable Development.

**SPEAKERS**

-  Sriwardana Murtadigala, Ph.D., Rector of Universitas Negeri Surabaya
-  Yohanes Kurniawan, Head of Universitas Negeri Surabaya
-  Prof. Dr. Anwar Rasjid, M. Ed., Ph.D., Universitas Negeri Surabaya

**OPENING SPEECH**

-  Prof. Dr. Anwar Rasjid, M. Ed., Ph.D., Universitas Negeri Surabaya

### 15 NOVEMBER 2024

via zoom

**SUB THEME**

- Green Management (Finance, Marketing, Strategic, HRM, Operation).
- Small Medium Enterprises.
- Sharia.
- Digital Business.

**IMPORTANT DATES**

- Abstract Submission: 2 August – 30 October 2024
- Abstract Notification: 1 November 2024
- Full Paper: 30 September – 8 November 2024

		Domestic	International	
Student	Dissemination only (presentation)	IDR 200.000	\$ 35	
	Presenter	IDR 350.000/250.000(Internal)	\$ 45	
Participant		IDR 80.000	\$ 10	
Non Student	Dissemination only (presentation)	IDR 300.000	\$ 40	
	Presenter	IDR 500.000/400.000(CO-host)	\$ 55	
Student		IDR 100.000	\$ 15	

Payment: BTN Virtual Account: 94220-023-066-07-0006/ IMMERSIVE FE UNESA

**PUBLICATION OPPORTUNITY**

Jurnal BISMA (Bisnis dan Manajemen)  
Universitas Negeri Surabaya (SINTA 2)

DJLB (Diponegoro International Journal of Business)  
Universitas Diponegoro (SINTA 2)

Jurnal Image (Jurnal Riset Manajemen)  
Universitas Pendidikan Indonesia (SINTA 3)

Al-Uqud (Journal of Islamic Economics)  
Universitas Negeri Surabaya (SINTA 2)

Jurnal Ilmu Manajemen (JIM)  
Universitas Negeri Surabaya (SINTA 3)

Akual (Jurnal Akuntansi)  
Universitas Negeri Surabaya (SINTA 2)

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PROCEEDING: REDELA JACOBISI (081523842739)

Website: <https://immersive.unesa.ac.id/>  
Email: [immersive@unesa.ac.id](mailto:immersive@unesa.ac.id)

**TALKSHOW**  
How to Become IISMA Awardee 2024

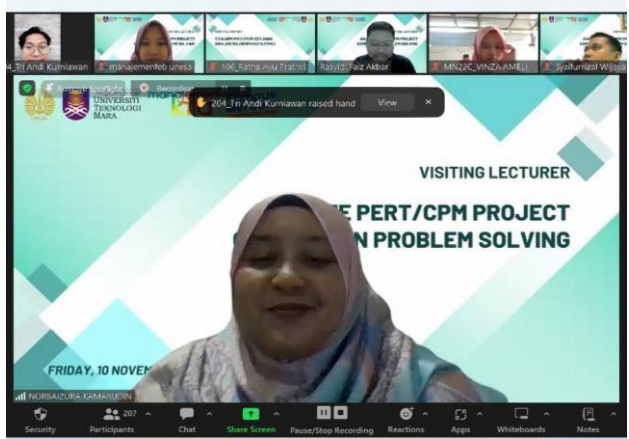
**SPEAKER 1**  
Happy Nasyiduna Setyono  
IISMA Awardee at Strathclyde University Glasgow, UK

**SPEAKER 2**  
Fiki Andriansah  
IISMA Awardee at Vytautas Magnus University, Lithuania

**MODERATOR**  
Muhammad Rizky Ramadhan, BBus, MTHM.  
Lecturer at Bachelor of Management

**Date** November 22, 2023 | **Time** 15.00 - 18.00 WIB

**ZOOM MEETING**  
Meeting ID : 955 6747 6476 | Passcode : manajemen



The Bachelor of Management Programme Unesa's International Exposure

**Person In Charge (PIC) Contact**

**Muhammad Rizky Ramadhan, BBus., MITHM**

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