



**UBAYA**  
UNIVERSITAS SURABAYA



## Lecture Time

Lectures are conducted using the Semester Credit Unit (SKS) system. Students must take 42 credits which can be taken in 4 (four) semesters. Lectures are held regularly every day starting at 18.30 at the Ubaya Faculty of Business and Economics Postgraduate building.

## Status & Degree

The Master of Management Program, Ubaya Faculty of Business and Economics is a Master's degree. Those who complete the education have the right to hold the title of Master of Management (MM).



## Admission Requirements

- Graduates of undergraduate study program from various scientific fields
- Meet the minimum required TPA (Academic Potential Test)
- Submit all administrative documents consisting of the following:
  - ▶ Online admission form
  - ▶ 2 (two) Recommendation letters
  - ▶ Legalized copies of diplomas and transcripts
  - ▶ 4 (four) 3x3 and 3x4 photos each
  - ▶ Pay the admission fee
- Prospective students from economics, management and accounting study programs are exempted from matriculation.

## Information

Postgraduate Study Program  
Faculty of Business and Economics  
University of Surabaya

Jl. Raya Kalirungkut, Surabaya 60293

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# Master of Management

Postgraduate Study Program  
Faculty of Business and Economics  
University of Surabaya

Master of Management study program, Faculty of Business and Economics, University of Surabaya is one of the Master study programs (identical to business administration) delivered by Ubaya. Permission to organize the study program was obtained on October 16, 1992, with the Ministry of Education and Culture (Mendikbud) Decree no. 435/DIKTI/Kep/1992. The granting of the permission is the first series of accreditation by the Department of Education and Culture (DEPDIKBUD) for Private Universities (PTS) in Indonesia.

The study program offers 5 (five) concentrations: Strategic Management, Logistics and Operation Management, Investment Management, Human Capital Development, and Creative Marketing.

## Vision

To become a global business school that excels and is committed to developing ethics, professionalism, and leadership spirit based on inspiring and innovative character building.

Ethics, professionalism, and leadership are the keywords of the Master of Management study program and will be based on inspiring and innovative character. Besides requiring professionalism, the business and industry world also emphasizes the importance of ethics. In addition, business school graduates must also have the character of inspiring and innovative leaders.

## Mission

The Ubaya Master of Management study program transforms lives and serves the needs of the business world and industry for graduates with ethics, professionalism, and leadership through innovative learning based on knowledge, wisdom, and integrity.

## Profile



## Facilities

- Scholarship
- Indonesia Stock Exchange Corner (IDX Corner)
- Business and Financial Information Database
- Career Assistance Center (CAC)
- Discussion and Reference Room (student lounge)
- Library
- Counseling Service
- Language Center
- Ubaya Training Center (UTC)
- Warta Ubaya
- Medical clinic
- Pharmacy
- Wi-Fi and Computer



## SUBJECT ARRANGEMENT

Master of Management Study Program  
University of Surabaya

### SEMESTER 1

| Subject Name                                     | Credit Units |
|--|--------------|
| 1. Marketing Management                          | 3            |
| 2. Operational Management                        | 3            |
| 3. Managerial Finance                            | 3            |
| 4. Human Resources from Organization Perspective | 3            |
| <b>Total</b>                                     | <b>12</b>    |

### SEMESTER 2

| Subject Name                 | Credit Units |
|------------------------------|--------------|
| 1. Strategic Management      | 3            |
| 2. Business Environment      | 3            |
| 3. Concentration Subject (1) | 3            |
| 4. Concentration Subject (2) | 3            |
| <b>Total</b>                 | <b>12</b>    |

### SEMESTER 3

| Subject Name                 | Credit Units |
|------------------------------|--------------|
| 1. Research Methods          | 3            |
| 2. Concentration Subject (3) | 3            |
| 3. Elective Subject (1)      | 3            |
| 4. Elective Subject (2)      | 3            |
| <b>Total</b>                 | <b>12</b>    |

### SEMESTER 4

| Subject Name | Credit Units |
|--------------|--------------|
| 1. Thesis    | 6            |
| <b>Total</b> | <b>6</b>     |

## CONCENTRATION'S COMPULSORY SUBJECTS

NB : Concentration is opened with a minimum of 4 students.

| Creative Marketing Concentration |                               | Credit Units |
|----------------------------------|-------------------------------|--------------|
| 1.                               | Understanding Customers' Mind | 3            |
| 2.                               | Integrated Marketing          | 3            |
| 3.                               | Creative Marketing Strategy   | 3            |
| <b>Total</b>                     |                               | <b>9</b>     |

| Human Capital Development Concentration |  | Credit Units |
|---|--|--------------|
| 1.                                      | Inception of Human Resources                 | 3            |
| 2.                                      | Training, Development, and Career Management | 3            |
| 3.                                      | Performance Management                       | 3            |
| <b>Total</b>                            |  | <b>9</b>     |

| Investment Management Concentration |                                 | Credit Units |
|-------------------------------------|---------------------------------|--------------|
| 1.                                  | Global Strategic Finance        | 3            |
| 2.                                  | Portfolio Management            | 3            |
| 3.                                  | Professional Financial Planning | 3            |
| <b>Total</b>                        |                                 | <b>9</b>     |

| Logistics and Operation Management Concentration |                                       | Credit Units |
|--|---------------------------------------|--------------|
| 1.   | Logistics and Distribution Management | 3            |
| 2.   | Service Operation Management          | 3            |
| 3.   | Project Management                    | 3            |
| <b>Total</b>                                     |                                       | <b>9</b>     |

| Strategic Management Concentration |   | Credit Units |
|------------------------------------|---|--------------|
| 1.                                 | Corporate Strategy and Entrepreneurship | 3            |
| 2.                                 | Business Restructuring                  | 3            |
| 3.                                 | Contemporary Topics in Strategy         | 3            |
| <b>Total</b>                       |   | <b>9</b>     |

## ELECTIVE SUBJECTS

| Subject Name                               | Credit Units |
|--|--------------|
| 1. Managerial Economics                    | 3            |
| 2. Quality of Work Life Management         | 3            |
| 3. Behavioral Finance                      | 3            |
| 4. Contemporary Marketing                  | 3            |
| 5. Strategic Operation Management          | 3            |
| 6. Management Information System           | 3            |
| 7. Management Control System               | 3            |
| 8. Maritime Economics and Management       | 3            |
| 9. Talentpreneurship and Business Modeling | 3            |
| <b>Total</b>                               | <b>27</b>    |

## MATRICULATION SUBJECTS

NB: Matriculation consists of 8 meetings and includes textbook, dinner and continuing matriculation.

| Subject Name               | Credit Units |
|----------------------------|--------------|
| 1. Financial Accounting    | 3            |
| 2. Business Management     | 3            |
| 3. Micro/Macroeconomics    | 3            |
| 4. Statistics for Business | 3            |
| <b>Total</b>               | <b>12</b>    |

# LECTURERS

## Master of Management Program

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1. Prof. Drs. Ec. Wibisono Hardjopranoto, M.S.
2. Prof. Suyanto, S.E., M.Ec. Dev., Ph.D.
3. Prof. Ir. Joniarto Parung, M.MBA.T, Ph.D.
4. Prof. Dra. Susanti Linuwih, M.Stat., Ph.D.
5. Prof. Dr. Sundring Pantja Djati, M.Si., M.A.
6. Prof. Dr. Eduardus Tandelilin, MBA.
7. Prof. Dr. Augusty Ferdinand, MBA.
8. Dr. Dudi Anandya, S.T., M.Si.
9. Dr. Putu Anom Mahadwartha, S.E., M.M., CSA.
10. Dr. Erna Andajani, S.T., M.M.
11. Dr. J. L. Eko Nugroho, Drs. Ec., M.Si.
12. Dr. Noviaty Kresna D., S.Psi., M.Si.
13. Dr. Werner Ria Murhadi, S.E., M.M., CSA.
14. Dr. Deddy Marciano, S.E., M.M., CSA., CBC
15. Dr. Stefanus Budy Widjaja Subali, S.T., M.Si.
16. Dr. Dra. Ec. Liliana Inggrit W., M.M., RFP-I, CFP.
17. Dr. Drs. V. Heru Hariyanto, M.Si.
18. Dr. Dra. L. Verina H. Secapramana, M.M., Psikolog.
19. Dr. Ir. Amelia Santoso, M.T.
20. Dr. Juliani Dyah Trisnawati, S.Si., M.M.