

## PROFESSORS

1. Prof. Dr. Yuyun Wirasasmita, M.Sc.  
(Emeritus) Economics and Development Studies
2. Prof. Dr. Faisal Afiff, Spec.Lict  
Marketing Management
3. Prof. Dr. Ernie Tisnawati Sule, S.E., M.Si.  
Human Resource Management
4. Prof. Dr. Dwi Kartini Yahya, SE, Spec.,Lict  
Customer Value Chain Management
5. Prof. Dr. Sucherly, S.E., M.S.  
Marketing Management
6. Prof. Dr. Yuyus Suryana S., S.E., M.S.  
Marketing Management
7. Prof. Dr. Azhar Susanto, S.E., M.Buss., Ak.  
Accounting Information System
8. Prof. Dr. Ina Primiana, SE., M.T.  
Operational Management

## ADMISSION PROCEDURE

Admissions to the Magister Program in Management Science will be on competitive basis.

Application forms should be accompanied by:

- Copies of academic transcripts and certificates of undergraduate degree from accredited national, private, or foreign University
- Two letters of Reference from persons in the position to judge the applicants ability
- Copy of tentative research proposal
- A guarantee of financial support by the person(s) or institution
- TOEFL Certificate

Applicants have to attend the Interview Admission Test

Selection schedule and requirement of the SMUP mechanism (Padjadjaran University Admission Test) can be viewed at : <http://www.smup.unpad.ac.id>  
email : [smup@unpad.ac.id](mailto:smup@unpad.ac.id)



Magister Program in Management Science  
Faculty of Economics and Business  
Universitas Padjadjaran

Jl. Cimandiri No. 6 Bandung 40115 West Java - Indonesia  
Phone : +62 22 42637719 Fax : +62 22 4263780  
e-mail : [mim@fe.unpad.ac.id](mailto:mim@fe.unpad.ac.id) and [s2.ilimanagermen@fe.unpad.ac.id](mailto:s2.ilimanagermen@fe.unpad.ac.id)  
website : <http://mim.feb.unpad.ac.id>

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**M M**

Magister Ilmu Manajemen

## VISION, MISSIONS, OBJECTIVES

Magister Program in Management Science was established to participate in advancing management education system in Indonesia. In line with the University and the Faculty of economics and Business Vision, magister Program in Management Science has the vision and mission as follows:

### VISION:

"To be a national centre of excellence in management education at the magister level, specializing in economics management in 2025 it is expected to become one of the leading magister on science management program in ASEAN."

### MISSIONS:

1. Produce graduate specialized in Management Science that are able to meet requirements of employers from government, public and private institutions.
2. Produce graduates specialized in the research of Management Science, contributing into the development of Management Science through partnership with other university, research bodies, private and government institutions within domestic and/or international scope.
3. Improve competencies and commitment of higher education workforce to be actively involved nationally or internationally

### OBJECTIVES:

1. Improve the quality of learning and teaching directed towards Student Centered Learning method
2. Build a research network of Management Science with other universities, research bodies, government and private institutions
3. Improve participation of both student and lecturers in research activities through partnership with other universities, alumni, government or private institutions, public service, as well as participating in science conferences nationally or internationally
4. Encourage or facilitate the expansion capacity of university teaching and "tridharma" and recognized within national and regional scope.
5. Encourage and facilitate competencies of teaching workforce in carrying out the university's "tridharma"

## PROGRAM COLLABORATION

Since 2011 the program has collaborated with scholarship Program Dirjen DIKTI and several International Universities i.e.:

- La Rochelle University, France
- Youngsan University, South Korea
- Troyes University, France
- Instituto Tecnológico y de estudios Superiores de Monterrey, Mexico
- Munich University of Applied Sciences, Germany

To give the opportunities for the students to achieve double degree/joint degree/exchange program

## AREA OF CONCENTRATION

1. Marketing Management
2. Financial Management
3. Human Resources Management
4. Operation Management

## CURRICULUM

| No.                               | Code     | Course   | Credit    |
|-----------------------------------|----------|--|-----------|
| <b>1st Semester</b>               |          |  |           |
| 1                                 | B2C604   | Philosophy of Science                                | 2         |
| 2                                 | B2C601   | Advance Marketing Management                         | 3         |
| 3                                 | B2C602   | Advance Human Resource Management                    | 3         |
| 4                                 | B20C204A | Advance Financial Management                         | 3         |
| 5                                 | B20C209  | Advance Operation Management                         | 3         |
| <b>Total</b>                      |          |  | <b>14</b> |
| <b>2nd Semester</b>               |          |  |           |
| 1                                 | B2C713A  | Strategic Management                                 | 3         |
| 2                                 | B2B603A  | Statistic Multivariate & Econometrica                | 3         |
| <b>Elective Courses:</b>          |          |  |           |
| 1                                 | B2C704   | Small-Medium Scale Industry Development              | 3         |
| 2                                 | B2C712   | Service Management                                   | 3         |
| 3                                 | B2C607   | Management Information System                        | 3         |
| 4                                 | B2C706   | Change Management                                    | 3         |
| 5                                 | B2C707   | Knowledge and Innovation Management                  | 3         |
| <b>Total</b>                      |          |  | <b>12</b> |
| <b>3rd Semester</b>               |          |  |           |
| 1                                 | B2C805   | Management Research Methodology                      | 3         |
| <b>Concentration:</b>             |          |  |           |
| <b>Marketing Management</b>       |          |  |           |
| 2                                 | B2C702   | International Marketing                              | 3         |
| 3                                 | B2C703   | Customer Value Chain Management                      | 3         |
| 4                                 | B2C715   | Marketing Seminar                                    | 3         |
| <b>Financial Management</b>       |          |  |           |
| 5                                 | B2C705   | Special Topics on International Financial Management | 3         |
| 6                                 | B20C115  | Investment and Financial Engineering                 | 3         |
| 7                                 | B2C716   | Financial Seminar                                    | 3         |
| <b>Human Resources Management</b> |          |  |           |
| 8                                 | B2C708   | Advance Organizational Behavior                      | 3         |
| 9                                 | B2C709   | International HRM                                    | 3         |
| 10                                | B2C717   | HRM Seminar  | 3         |
| <b>Operation Management</b>       |          |  |           |
| 11                                | B2C711   | Quality Management                                   | 3         |
| 12                                | B2C714   | International Supply Chain Management                | 3         |
| 13                                | B2C718   | Operation Management Seminar                         | 3         |
| <b>Total</b>                      |          |  | <b>12</b> |
| <b>4th Semester</b>               |          |  |           |
| 1                                 | UNX20008 | Research Proposal Seminar                            | 1         |
| 2                                 | B2C800   | Thesis   | 6         |
| <b>Total</b>                      |          |  | <b>7</b>  |