

PEMBAHARUAN KURIKULUM

PROGRAM STUDI MAGISTER MANAJEMEN

UNIVERSITAS PENDIDIKAN NASIONAL



Kurikulum Berbasis
Outcome-Based Education (OBE)



KKNI Level 8



Mendukung Fast Track Program



STRATEGIC
LEADERSHIP



DIGITAL
TRANSFORMATION



DATA DRIVEN
DECISION MAKING



SUSTAINABILITY
& ESG



GLOBAL
PERSPECTIVE



RESEARCH &
INNOVATION

“

MENCETAK PEMIMPIN BISNIS
BERKOMPETENSI GLOBAL,
BERDAYA SAING,
DAN BERKELANJUTAN

”



INTEGRITAS



PROFESIONALISME



KOLABORASI



INOVASI



KEBERLANJUTAN

PETA KURIKULUM

PROGRAM STUDI MAGISTER MANAJEMEN

UNIVERSITAS PENDIDIKAN NASIONAL (UNDIKNAS)

Peta kurikulum Program Studi Magister Manajemen disusun berdasarkan pendekatan Outcome-Based Education (OBE), Kerangka Kualifikasi Nasional Indonesia (KKNI) Level 8, dan Standar Nasional Pendidikan Tinggi (SN-Dikti). Peta kurikulum ini menunjukkan keterkaitan antara profil lulusan, capaian pembelajaran lulusan (CPL), struktur mata kuliah, konsentrasi, serta tahapan pengembangan kompetensi mahasiswa selama proses pembelajaran.

Peta kurikulum dirancang untuk memastikan bahwa seluruh mata kuliah secara terintegrasi mendukung pengembangan kompetensi strategic leadership, digital transformation, entrepreneurial mindset, evidence-based managerial decision making, sustainability, dan global business management sesuai kebutuhan dunia usaha dan dunia industri (DUDI) serta perkembangan global business environment.

A. ALUR PENGEMBANGAN KOMPETENSI

Semester	Fokus Pembelajaran	Kompetensi Utama
Semester 1	Fundamental Strategic Business Competencies	Human Capital Management, Integrated Marketing, Operations & Logistics, Strategic Business Foundation
Semester 2	Strategic Analysis & Digital Transformation	Strategic Management, Business Analytics, Strategic Information Management, Advanced Finance, Research Methodology
Semester 3	Specialization & Global Business Perspective	Konsentrasi Keahlian, International Business, Cross-Cultural Management, Strategic Application
Semester 4	Research-Based Learning & Thesis	Applied Research, Problem Solving, Publication-Oriented Research, Strategic Recommendation

B. PETA STRUKTUR KURIKULUM

Semester 1 — Fundamental Strategic Business Competencies

Kode	Mata Kuliah	SKS
MM1.1	Human Capital Management & Development	3
MM1.2	Integrated Marketing Management	3
MM1.3	Operations & Logistics Management	3
	Total SKS	9

Semester 2 — Strategic Analysis & Digital Transformation

Kode	Mata Kuliah	SKS
MM2.1	Advanced Strategic Management	3
MM2.2	Statistics for Research	2
MM2.3	Strategic Information Management	3
MM2.4	Advanced Managerial Finance	3
MM2.5	Business Research Design & Methodology	3
	Total SKS	14

Semester 3 — Specialization & Global Business Perspective

Kode	Mata Kuliah	SKS
MM3.1	Concentration Course 1	2
MM3.2	Concentration Course 2	2
MM3.3	International Business & Transnational Strategy	3
	Total SKS	7

Semester 4 — Research-Based Learning & Thesis

Kode	Mata Kuliah	SKS
MM4.1	Thesis	6
	Total SKS	6

C. PETA KONSENTRASI PROGRAM STUDI

1. Marketing Management

No	Mata Kuliah	SKS
1	Digital Marketing	2
2	Managing Customer Value	2
3	Strategic Brand Management	2
4	Customer Behavior and Marketing Strategy	2
5	Customer Satisfaction Management	2

2. Strategic Management

No	Mata Kuliah	SKS
1	Strategic Leadership & Corporate Governance	2
2	Entrepreneurship and Business Plan	2
3	Digital Leadership	2
4	Advanced Competitive Strategy	2
5	Strategy & Management Control	2

3. Human Resource Management

No	Mata Kuliah	SKS
1	Designing Competency Model and Performance Evaluation	2
2	Leadership and Team Management	2
3	Talent Management and Development	2
4	Productivity and Health Management	2
5	Managing the Learning Organisation	2

4. Financial & Investment Management

No	Mata Kuliah	SKS
1	Investment Planning and Capital Market	2
2	Financial Technology	2
3	Insurance and Risk Management	2
4	Financial Statement Analysis	2
5	Corporate Valuation	2

5. Digital Business

No	Mata Kuliah	SKS
1	Electronic Commerce	2
2	Entrepreneurship in Cyberspace	2
3	Electronic Business Fundamentals	2
4	Information System Strategy Formulation	2
5	Electronic Business Strategies and Solution	2

6. Health & Hospital Management

No	Mata Kuliah	SKS
1	Medical Services Management	2
2	Business and Hospital Entrepreneurship	2
3	Hospital Issues	2
4	Healthcare Legal and Ethics	2
5	Healthcare Quality and Risk Management	2

7. Business Entrepreneurship

No	Mata Kuliah	SKS
1	Entrepreneurship and Innovation	2
2	Business Innovation and Technology Management	2
3	Managing Family Businesses and Privately Held Firms	2
4	Designing and Leading a Business	2
5	International Entrepreneurship	2