UNIVERSITAS INDONESIA FAKULTAS EKONOMI & BISNIS DEPARTEMEN MANAJEMEN



PROGRAM STUDI MAGISTER MANAJEMEN

Lecturers

**SYLLABUS**

**CONSULTATION FOR THE INDONESIAN MARKET ECMM808860**

**EVEN/ODD SEMESTER 2025/2026**

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| **No.** | **Name** | **E-mail** |
| 1. | Putu Geniki Lavinia Natih, S.E., MPhil, Ph.D | putu.geniki06@ui.ac.id |

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| Subject Code | ECMM808860 |
| Subject Title | Consultation for the Indonesian Market |
| Credit Value | 2 Credits |
| Year | 2025 |
| Day/Hour | Thursday/7 PM – 9.30 PM |
| Subject Type | Compulsory |
| Pre-requisite/ Co-requisite/  Exclusion | None |
| Role and Purposes | This course aims to provide an understanding of the economic and market conditions of Indonesia that will be used in conducting consulting activities. Students are expected to have the ability to analyze the influence of changes in important components of the economy on business behavior and also the decision-making process. This course reviews fiscal, monetary and labor market policies and the managerial implications of changes that occur in companies and industries. Understanding the consulting business, identifying problems, developing analysis methods, and presenting analysis results will also be provided in this course. This course will be given in Indonesian (except for special classes that use English). The learning methods used are active learning,  group discussions, and group projects. |

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| Subject Learning Outcomes | Program Objectives:   1. MM-FEB UI graduates should demonstrate integrity, ethical behavior, and respect for diversity. 2. MM-FEB UI graduates should demonstrate concern towards society. 3. MM-FEB UI graduates should demonstrate effective leadership qualities. 4. MM-FEB UI graduates should have effective communication skills within globalsetting. 5. MM-FEB UI graduates should be able to conduct applied business research. 6. MM-FEB UI graduates should exhibit entrepreneurial spirit. 7. MM-FEB UI graduates should demonstrate creativity and innovative thinking. 8. MM-FEB UI graduates should be able to formulate business models using contemporary approaches.   **Learning Goal (LG) and Learning Objective (LO):**  **Learning Goal: ORAL COMMUNICATION - Students are able to present their business ideas properly.**  Learning Objectives:   * 1. Students are able to analyze global market trends and recommend business strategies that are aligned with a long-term sustainable mindset.   2. Students are able to formulate and present their ideas professionally through oral and written communication.   3. Students are able to develop a design thinking approach in identifying, analyzing, and solving problems creatively and collaboratively. | | | | | |
| Subject Synopsis/ Indicative Syllabus |  | | | | | |
|  | **Week#** | **Topics** | **Sub-Topic** | **Reading** |  |
| **Materials** |
| 1 | *Introduction to Consulting and Framing the problem* | * Business consulting * Preparation for consultation * Preparation of proposals for consultation * Consultation methods | MC (Ch1 dan Ch 7) MCM Ch 1 |  |

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|  |  | 2 | *Designing the Analysis and Gathering the Data* | * Consultation method * Data analysis method * Data collection method | MCM (Ch 2, 3,  8) |  |
| 3 | *Interpreting the Result and Presenting Your Ideas* | * Initial identification of the problem * Selecting the appropriate analysis method * Proposing solutions | MCM (Ch 4, 5, 9)  MCW (Ch 9, 10,  11)  PPT Proposal |  |
| 4 | *Managing your team, client, and yourself* | * Factors in managing a consulting team * Important things for a consultant to master | MCM (Ch 6, 7)  MCW (Ch 5, Ch 6,  Ch 7)  MC (Ch 3, Ch 8) |  |
| 5 | *Project Proposal* | * Conduct analysis and present early stage solutions | PPT Proposal |  |

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| 6 | *Economy of Indonesia – Industrial Policy and Competition Strategy\**  *\*Case study: digital markets in Indonesia.*  *Students will be prompted to work in groups to analyze an industry case study related to the digital market (materials will be shared before each class).* | * Government policy on the industry sector * Growth of the industry sector * Competition and relevant strategies for the Indonesian market | Car (10), MOT, PPN, MOI |  |
| 7 | *Economy of Indonesia – Real Estate Sector and Labor Market*  *\*Case study: skills miss-match in Indonesia.*  *Students will be prompted to work in groups to analyze an industry case study related to skills mismatch within the Indonesia labor market (materials will be shared before each class).*  *Guest lecture: first 45 minutes will be a consulting bootcamp with practitioners. Followed by a deep dive into the case study.* | * Conditions and challenges of the real estate market in Indonesia * Conditions, challenges, and growth of population and workforce in Indonesia | MOT, PPN |  |
| 8 | *Economy of Indonesia – Financial sector, Sharia Banking and Halal Industry, and Digital Finance*  *\*Guest lecture: Shariah Economics Business Practitioner* | * Relevant policies, growth and strategies for the financial sector in Indonesia * Sharia banking and the Halal industry * Growth and challenges of digital finance in Indonesia | BI, OJK |  |

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| 9 | *Economy of Indonesia – Financial and Economic Crisis: An Indonesian Perspective* | * Economic and financial crisis * History and cases of economic and financial crisis in Indonesia * Implications of inflation and monetary conditions for business * Impact of economic and financial crisis on business in the Indonesian market | LPS, MOF, BI, OJK |  |
| 10 | *Final Project Presentation* | * Conduct analysis and present final stage solutions | PPT – Final Project – Consulting Report |  |
| Teaching/Learning Methodology | Theoretical concepts about leadership and organizational behavior will be studied in class, combined with various relevant real-world cases discussion to provide platforms in understanding the applications of such concept and theories in organization. The participant centered learning (PCL) approach will be applied in the learning process. With this approach students will become the center of the learning process and lecturer will act as facilitator who ensures that the learning process can run smoothly and effectively.  Students are encouraged to be active participants in the class meeting. Individually, students are strongly required to read all the materials to be discussed in class. PCL questions and assignment will be given by the lecturer a week before the class sessions. On the first session the class will be divided into several groups and one group will be assigned to discuss the questions as well as the assignments and then present the result in class on the following session.  Attendance:  Minimum 80% of Total Lecture:   1. A maximum of 3 (three) times absent, for no reason. 2. Students who came 15 minutes after class begins is considered not present. | | | | | |

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| Assessment |  | Description | Paruh 1 | Paruh 2 | IND |  |
| Method in |
| Alignment with | Proposal Project Paper | 20% | - |  |
| Intended Learning |
| Outcomes | Final Project Paper | - | 20% |  |
|  | Presentation \* | 20% | 20% | Y |
|  | Class participation | 10% | 10% |  |
|  | Total | 50% | 50% |  |
|  | \*Presentation will be conducted in group with individual evaluation | | | | | |
| Reading List and References | Required Readings:   1. Hattori, S (2016). ***The Mckinsey Edge: Success Principles from the World’s Most Powerful Consulting Firm***. McGraw-Hill Education. (MCE) 2. Kubr, M (2002). ***Management Consulting: A guide to the profession***. 4th Edition. Geneva: International Labour Office. (MC) 3. Rasiel, E.M. (1999). ***McKinsey Way: Using the Techniques of the World’s Top Strategic Consultants to Help You and Your Business***. McGraw-Hil Companies, Inc. (MCW) 4. Rasiel, E.M and Friga, P.N. (2002). ***McKinsey Mind: Understanding and Implementing the Problem-Solving Tools and Management Techniques of the World’s Top Strategic Consulting Firm***. McGraw-Hill Companies Inc. (MCM) 5. Pindyck, Robert and Daniel Rubinfeld. (2017), **Microeconomics 9th Ed**. New Jersey: Pearson. (PINDYCK) 6. Blanchard, Olivier and D.H. Johnson, (2016), **Macroeconomics, 7th Ed**. New Jersey: Pearson. (BLANCHARD) 7. Carbaugh, Robert J. (2016) **International Economics, 17th ed**., Cengage Learning. (CARBAUGH) 8. UU No.5/1999 regarding Prohibition of Monopolistic Practices and Unfair Business Competition. 9. Additional sources    * [www.bi.go.id:](http://www.bi.go.id/) publication of, Bank Indonesia (BI)    * [www.bps.go.id:](http://www.bps.go.id/) Publication Bureau of Statistics (BPS)    * [www.kemenkeu.go.id:](http://www.kemenkeu.go.id/) , the Ministry of Finance(MOF)    * [www.kemendag.go.id:](http://www.kemendag.go.id/) the Ministry of Trade (MOT)    * [www.ojk.go.id:](http://www.ojk.go.id/) publication of Otoritas Jasa Keuangan (OJK)    * [www.bappenas.go.id](http://www.bappenas.go.id/) (PPN)    * [www.kemenperin.go.id/:](http://www.kemenperin.go.id/) the Ministry of Industry (MOI) | | | | | |

1 Revision on the movie case based on CTL evaluation

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| Assignment Guidelines (Individual Assignment)2 | 1. Students should identify a problem in an organization related to the topics discussed in the class and provide suggestions on what you can door what contribution that you could provide to solve the problem. 2. Assignments should be submitted during mid-term exam and final-term exam. 3. The Assignment should cover:    * Introduction about the organization    * Challenges / problems in the organization    * Your contribution to solve the problem.    * Conclusion   Format file: PowerPoint and not more than 10 slides. The assignment should be submitted during the midterm and final exam. |
| Plagiarism | Plagiarism is defined as inserting words/sentences/ideas belonging to other author/s in part or in whole without referring to the sources. Students must indicate the source of any words/sentences from other author/s in his/her writing.  Plagiarism also refers to the copying in part or in whole other student’s  assignment, or copying from books, journals, web, magazines, newspapers, etc.  Plagiarism also includes the act of auto-plagiarism defined as the use of one’s own words/sentences/ ideas taken from other assignment/paper that have been submitted for grading in other or the same course without any reference to its/their source/s.  In accordance with the disciplinary rules and code of ethics for students as indicated on the Guidebook of FEBUI, students are prohibited to conduct plagiarism, and will be sanctioned/punished accordingly.  The sanctions/punishment are as follows:   * First time offense, the minimum sanction is a Zero (0) grade for the assignment are maximum an F * Second time offense, the grade for the course will be an F. * Third time offense, the student will be expelled from Department of Management, FEBUI. |
| Statement of Authorship | It is mandatory that a *Statement of Authorship* must be included and posted on the front page of the assigned paper/assignment. |

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|  | **Statement of Authorship**  **I**/We.........................the undersigned declare to the best of my/our ability that the paper/assignment herewith is an authentic writing carried out by myself/ourselves. No other authors or works of other authors have been usedwithout any reference to its sources.  This paper/assignment has never been presented or used as an assignment for other courses except if I/we clearly stated otherwise.  I/We fully understand that this assignment can be reproduced and/or communicated for the purpose of detecting plagiarism.  Name :  Student’s ID Number :  Signature :  Course :  Paper/Assignment Title:  Date :  Lecturer :  (signed by all and every single student if its a group assignment) |

2 Revision on assignment based on CTL evaluatio