



UNIVERSITAS INDONESIA
FAKULTAS EKONOMI & BISNIS
DEPARTEMEN MANAJEMEN
PROGRAM STUDI MAGISTER MANAJEMEN

SYLLABUS
BUSINESS ECOSYSTEM AND STRATEGY
ECMM804009
EVEN/ODD SEMESTER
2025/2026

Lecturers

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

Subject Code	ECMM804009
Subject Title	Business Ecosystem and Strategy
Credit Value	2 Credits
Year	2026
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.

Subject Learning Outcomes	<p>Program Objectives:</p> <ol style="list-style-type: none">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 global setting.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. <p>Learning Goal (LG) and Learning Objective (LO): Learning Goal: ORAL COMMUNICATION - Students are able to present their business ideas properly.</p> <p>Learning Objectives:</p> <ol style="list-style-type: none">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	<table><tr><th>Week#</th><th>Topics</th><th>Sub-Topic</th><th>Reading Materials</th></tr><tr><td>1</td><td><i>Introduction to Consulting and Framing the problem</i></td><td><ul style="list-style-type: none">• Business consulting• Preparation for consultation• Preparation of proposals for consultation• Consultation methods</td><td>MC (Ch1 dan Ch 7) MCM Ch 1</td></tr></table>	Week#	Topics	Sub-Topic	Reading Materials	1	<i>Introduction to Consulting and Framing the problem</i>	<ul style="list-style-type: none">• Business consulting• Preparation for consultation• Preparation of proposals for consultation• Consultation methods	MC (Ch1 dan Ch 7) MCM Ch 1
Week#	Topics	Sub-Topic	Reading Materials						
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	2	<i>Designing the Analysis and Gathering the Data</i>	<ul style="list-style-type: none"> • Consultation method • Data analysis method • Data collection method 	MCM (Ch 2, 3, 8)
	3	<i>Interpreting the Result and Presenting Your Ideas</i>	<ul style="list-style-type: none"> • 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	<i>Managing your team, client, and yourself</i>	<ul style="list-style-type: none"> • 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	<i>Project Proposal</i>	<ul style="list-style-type: none"> • Conduct analysis and present early stage solutions 	PPT Proposal

	6	<i>Economy of Indonesia – Industrial Policy and Competition Strategy</i>	<ul style="list-style-type: none"> • 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	<i>Economy of Indonesia – Real Estate Sector and Labor Market</i>	<ul style="list-style-type: none"> • Conditions and challenges of the real estate market in Indonesia • Conditions, challenges, and growth of population and workforce in Indonesia 	MOT, PPN
	8	<i>Economy of Indonesia – Financial sector, Sharia Banking and Halal Industry, and Digital Finance</i>	<ul style="list-style-type: none"> • 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

	9	<i>Economy of Indonesia – Financial and Economic Crisis: An Indonesian Perspective</i>	<ul style="list-style-type: none"> • 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	<i>Final Project Presentation</i>	<ul style="list-style-type: none"> • Conduct analysis and present final stage solutions 	PPT – Final Project – Consulting Report
Teaching/Learning Methodology	<p>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.</p> <p>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.</p> <p>Attendance: Minimum 80% of Total Lecture:</p> <ol style="list-style-type: none"> 1. A maximum of 3 (three) times absent, for no reason. 2. Students who came 15 minutes after class begins is considered not present. 			

Assessment Method in Alignment with Intended Learning Outcomes	Description	Paruh 1	Paruh 2	IND
	Proposal Project Paper	20%	-	
	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	<p>Required Readings:</p> <ol style="list-style-type: none"> Hattori, S (2016). <i>The Mckinsey Edge: Success Principles from the World's Most Powerful Consulting Firm</i>. McGraw-Hill Education. (MCE) Kubr, M (2002). <i>Management Consulting: A guide to the profession</i>. 4th Edition. Geneva: International Labour Office. (MC) Rasiel, E.M. (1999). <i>McKinsey Way: Using the Techniques of the World's Top Strategic Consultants to Help You and Your Business</i>. McGraw-Hill Companies, Inc. (MCW) Rasiel, E.M and Friga, P.N. (2002). <i>McKinsey Mind: Understanding and Implementing the Problem-Solving Tools and Management Techniques of the World's Top Strategic Consulting Firm</i>. McGraw-Hill Companies Inc. (MCM) Pindyck, Robert and Daniel Rubinfeld. (2017), Microeconomics 9th Ed. New Jersey: Pearson. (PINDYCK) Blanchard, Olivier and D.H. Johnson, (2016), Macroeconomics, 7th Ed. New Jersey: Pearson. (BLANCHARD) Carbaugh, Robert J. (2016) International Economics, 17th ed., Cengage Learning. (CARBAUGH) UU No.5/1999 regarding Prohibition of Monopolistic Practices and Unfair Business Competition. Additional sources <ul style="list-style-type: none"> www.bi.go.id: publication of, Bank Indonesia (BI) www.bps.go.id: Publication Bureau of Statistics (BPS) www.kemenkeu.go.id: , the Ministry of Finance(MOF) www.kemendag.go.id: the Ministry of Trade (MOT) www.ojk.go.id: publication of Otoritas Jasa Keuangan (OJK) www.bappenas.go.id (PPN) www.kemenperin.go.id/: the Ministry of Industry (MOI) 			

¹ Revision on the movie case based on CTL evaluation

<p>Assignment Guidelines (Individual Assignment)²</p>	<ol style="list-style-type: none"> 1. Students should identify a problem in an organization related to the topics discussed in the class and provide suggestions on what you can do to contribute 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: <ul style="list-style-type: none"> • Introduction about the organization • Challenges / problems in the organization • Your contribution to solve the problem. • Conclusion <p>Format file: PowerPoint and not more than 10 slides. The assignment should be submitted during the midterm and final exam.</p>
<p>Plagiarism</p>	<p>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.</p> <p>Plagiarism also refers to the copying in part or in whole other student's assignment, or copying from books, journals, web, magazines, newspapers, etc.</p> <p>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.</p> <p>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.</p> <p>The sanctions/punishment are as follows:</p> <ul style="list-style-type: none"> • First time offense, the minimum sanction is a Zero (0) grade for the assignment and 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.
<p>Statement of Authorship</p>	<p>It is mandatory that a <i>Statement of Authorship</i> must be included and posted on the front page of the assigned paper/assignment.</p>

	<p style="text-align: center;">Statement of Authorship</p> <p>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 used without any reference to its sources.</p> <p>This paper/assignment has never been presented or used as an assignment for other courses except if I/we clearly stated otherwise.</p> <p>I/We fully understand that this assignment can be reproduced and/or communicated for the purpose of detecting plagiarism.</p> <p>Name : _____</p> <p>Student's ID Number : _____</p> <p>Signature : _____</p> <p>Course : _____</p> <p>Paper/Assignment Title: _____</p> <p>Date : _____</p> <p>Lecturer : _____</p> <p style="text-align: center;">(signed by all and every single student if its a group assignment)</p>
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² Revision on assignment based on CTL evaluatio

