



SCHOOL OF MANAGEMENT AND LEADERSHIP
TANRI ABENG
UNIVERSITY

IN COLLABORATION WITH



University at Buffalo
School of Management
State University of New York

PROFESSIONAL **MBA**

Business Management and Leadership In Digital Era



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GET YOUR MBA DEGREE
PLUS ADVANCED CERTIFICATES OF LEADERSHIP

For more information, : **08 1234 800 159**
please contact hotline :



FOREWORD



As business complexity and competition escalate, mediocre executives will no longer be counted on to drive profitable and sustainable growth for their companies. The companies' future will lean on those with extraordinary leadership and management talents that can creatively nurture agility and resilience in today's crisis -prone environment. In view of that, we present the Professional MBA Program to challenge ideas and disrupt ordinary concepts of leading and management business with latest research insights from our world class professors as well as practical perspectives from our partner comprising top-notch business practitioners

Dr. Tanri Abeng, MBA
Rector





ABOUT THE UB SCHOOL OF MANAGEMENT

An Elite Core

University at Buffalo School of Management Programs have been preparing students for leadership positions in management since 1931. A full-time MBA, featuring award-winning programs like LeaderCORE™ and Corporate Champions.

ACCREDITATION

AACSB International Accreditation



All academic programs of the UB School of Management are accredited by the prestigious AACSB International. This accreditation is considered to be the hallmark of management education.

ACKNOWLEDGEMENT

The Wall Street Journal

The WSJ ranked the UB School of Management as one of the world's best business schools for seven consecutive years



INTERNATIONAL FACULTY



Dr. Tanri Abeng, MBA

Tanri Abeng was the first Minister of State-Owned Enterprises and served under Presidents Soeharto and Habibie. Prior to that he was the CEO of Multi Bintang Indonesia and Bakrie & Brothers. He served 7 years as President Commissioner of PT Telkom Indonesia Tbk., and 4.5 years as President Commissioner of Pertamina. Currently, he is the President Commissioner of PT Bio Farma, and also Rector of Tanri Abeng University. He has also been Global Director of US- Asia Institute and Chairman of Indonesia-Malaysia Business Council.



Prof. Dr. Peter Verhezen, PhD

Peter Verhezen is the Principal of Verhezen & Associates Ltd., a consultancy firm that specializes in Board Advisory focusing on Integrated Risk Management and Corporate Governance, and advises companies who have interests in the Asian Emerging Markets. He was an Adjunct Professor Corporate Governance, Risk Management, Ethical Leadership, and Business in Emerging Markets at the Melbourne Business School, University of Melbourne, and a Visiting Professor at the University of Antwerp, Belgium.



Prof. J.P. Miller, PhD

J.P. Miller is the CEO of Louis Allen Worldwide and a seasoned consultant with expertise in business strategy development and implementation, as well as transformation in large-scale organizations. He was member of the consulting team that designed and implemented Jack Welch's famous WorkOut program at GE. Prior to consulting and business, JP was a member of the faculty at the Carlson School of Management at the University of Minnesota where he taught Management, Leadership, and Organization design.



Tim Widjaja, MBA

Tim Widjaja is a leadership and organization development and change consultant and expert with over 20 years of experience in Leadership/Team Development, Organization/ Culture Development, Change Management, Coaching and Mentoring, Curriculum/Program Development, Program & Project Management and Strategic Planning. Tim is currently certified in Change Management (PROSCI) and Facilitation, with past certifications in psychometric instruments and program/project management.



Dr. Martijn F.L. Rademakers

Dr. Martijn F.L. Rademakers is Adjunct Professor of Corporate Strategy at Amsterdam Business School, University of Amsterdam, and affiliated with the Strategic Management and Entrepreneurship Department of Rotterdam School of Management, Erasmus University. His experience stretches over 20 years, covering advisory, company-specific, and Executive MBA programs in the fields of business innovation, strategy transformation, organizational agility and leadership. He also acts as a sounding board for CEOs and management teams in these fields. Bridging theory and practice is his distinctive capability.



Dr. Ramlee Ibrahim, MBA

Dr. Ramlee Ibrahim, MBA is a recognized expert in supply chain design, developing and executing strategic operational initiatives, and spent most of his prime years leading supply chain transformations as a senior corporate executive with international companies. Ramlee holds an MBA from Wharton and a PhD from Rice University. He is fully APICS certified and is a Certified Agile Coach and SCRUM Master. He also holds a post graduate degree in Data Analytics from Nanyang Technological University.



Dr. Darwin Silalahi, MBA

Dr. Darwin Silalahi, MBA attained a Doctor degree in strategic management from the University of Indonesia, earned an MBA with distinction from the University of Houston whilst working full time with BP America, a Master of Management Research from the University of Western Australia, and a bachelor degree in Physics from the University of Indonesia. He has also attended AMP (advanced management program) at the Harvard Business School.



Prof. Nicole L. Hunter, PhD

Nicole L. Hunter is a Clinical Assistant Professor of Finance University at Buffalo, School of Management, State University of New York. Currently, she is teaching Applied Economics and Fixed Income Securities, doing research on subjects related to Environmental Policy, Renewal Energy Adoption, and Private Equity in Health Care, as well a strong interest in International Trade, Environmental Economics, Public Policy and Taxation. Prof. Hunter received her doctorate degree from State University of New York at Buffalo and has briefly taught at Singapore Institute of Management. Professionally, she is affiliated with American Economic Association (AEA) and National Economic Association (NEA).

CURRICULUM

SEMESTER 1 - Business Environment

Global Economy of the Firm

Prof. Nicole L. Hunter, PhD

Digital Supply Chain Management

Dr. Ramlee Ibrahim, MBA

Leading an Effective Organization

Dr. Gos Ishak, MBA / Tim Widjaja, MBA

Leading Strategic Change

Dr. Tanri Abeng, MBA

SEMESTER 2 - Organization

Corporate Governance and Business Risk

Prof. Peter Verhezen, PhD

Modeling Managerial Process

Prof. J.P. Miller, PhD

Technology & Innovation Management

Dr. Martijn L. Rademakers

Motivation & Leadership

Dr. Darwin Silalahi, MBA

SEMESTER 3 - Management Functions

Financing The Corporation

L.M. Samryn, PhD / Dr. Gos Ishak, MBA

Business Communication in the Digital Era

Dr. Chico Adhibaskara Ekananda, MBA, MRes
Dr. Osly Usman, MBus.

Digital Marketing

Dr. Ervin A. Priambodo, M.M.

Thesis

(*) Lecturer of Professional MBA-TAU

Advanced Leadership Program Diploma subjects.

This program can be taken separately and completed in just 2 Semesters.

TUITION FEE

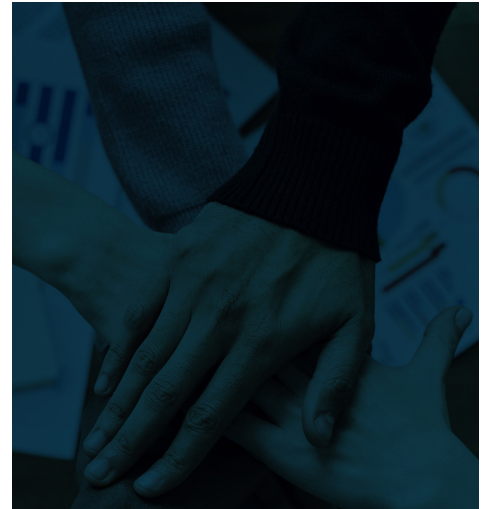
At **TANRI ABENG UNIVERSITY** we focus on delivering a **1.5-year program** that are truly valuable. We therefore structure our tuition as a one-time fee of **Rp 119,000,000**

Bank Name : **BANK BNI**
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No cash payments accepted

STANDARD REQUIREMENTS

- Bachelor Degrees, any disciplines
- Pass potential academic test and interview.
- English proficiency equivalent to TOEFL PBT 450
(English proficiency course available at TAU Language Center)
- Extensive managerial experience or professional responsibility.



ECGL COURSES

SEMESTER 1 - Business Environment

Global Economy of the Firm

Prof. Nicole L. Hunter, PhD

Digital Supply Chain Management

Dr. Ramlee Ibrahim, MBA

Leading an Effective Organization

Dr. Gos Ishak, MBA / Tim Widjaja, MBA

Leading Strategic Change

Dr. Tanri Abeng, MBA

SEMESTER 2 - Organization

Corporate Governance and Business Risk

Prof. Peter Verhezen, PhD

Modeling Managerial Process

Prof. J.P. Miller, PhD

Technology & Innovation Management

Dr. Martijn F.L. Rademakers

Motivation & Leadership

Dr. Darwin Silalahi, MBA

- All **8 (eight) ECGL Courses** are part of the TAU Professional MBA and can be completed in **2 (two) semesters**;
- Participating students will get a total of **24 (twenty four) credit hours** towards the MBA degree and will be granted the **Advanced Leadership Certificates**;
- Fee : **Rp. 99,000,000**

EXECUTIVE CENTER for
GLOBAL LEADERSHIP





Course Content

The goal of this course is to illuminate the impacts of macroeconomic movements on businesses using real world scenarios. There is an emphasis on current news stories to make the connection between theory and practice tangible.

Students explore determinants of the exchange rate and the impacts of fluctuations of the exchange rate on business operations and financial reporting. Students gain a better understanding of central bank actions with regard to adjusting the exchange rate. Students are introduced to methods of national accounting and for calculating economic growth.

The course then focuses on monetary policies and their outcomes. Students will examine the connections between central bank policies and the money supply, interest rates, inflation, the exchange rate, employment, and economic growth in the real (non-financial) economy. Students understand why uniquely positioned countries impose different mandates on their central banks – from the promotion of price stability and exchange rates to the reduction of unemployment, climate protection, and other socioeconomic goals.

The course then ties together the above concepts through an examination of special topics and current trends in trade and monetary policies including national and multinational stimulus and austerity measures, international sanctions, efforts to promote the use of certain currencies over others (currency competition), problems with and the evasion of capital controls, and geographic interconnections in the global financial system.

Students will dive deep into major changes in the international macroeconomy wrought by the COVID-19 pandemic. We will learn about the disparate impacts of the COVID-19 pandemic between and within countries, and will analyze what future changes could mean for Indonesia's future economic growth.

By the end of the semester, students should be able to:

- Recall and apply the various shortcomings common to most macroeconomic models and critically examine all economic models;
- Apply the classical model of supply and demand in various circumstances (e.g. bid-ask spreads, depth charts, price floors and ceilings);
- Understand the difference between the various national currency regimes and how they are maintained, when they are stressed, and what happens when they break.
- Understand the major determinants of the foreign exchange rate and how to use financial tools to compensate for foreign exchange risk.
- Understand the major determinants of the rate of inflation and how to best manage resources in an inflationary or deflationary environment.
- Understand the interoperation of the national and international inter-bank markets and the tools of monetary policy.
- Understand future press releases from Bank Indonesia and the US Federal Reserve and likely impacts of interest rate changes in Indonesia and the US



Lecturer



Dr. Ramlee Ibrahim, MBA

Course Title

Digital Supply Chain Management

Course Content

Now you can harness the power of digitization, and set strategic priorities that bring you maximum value from your supply chain. This course addresses the challenges created by today's hyper-competitive, omni-channel environment and explores your opportunities to develop an agile, customer responsive and profitable supply chain.

No company can succeed today by pleasing everyone. You need to find yourself an uncommon value to set yourselves apart to survive. For years, supply chain architects have reiterated the value of the supply chain as a strategic asset. The recent global pandemic has thought us a bitter lesson that seek to remind us that the need to have an agile and highly responsive supply chain can mean life or death.

Dr Ramlee Ibrahim, a highly seasoned practitioner in Supply Chain Management and one of the original architects of Dell Computer's famous 'Merge-in-Transit' fulfilment model will lead you through the hype of digital transformation to empower you with a unique methodology to re-design your supply chain and deploy the right digital tools that add value to your supply chain.

Delivered as a hybrid learning experience, he will take you through supply chain theory and practice through several interactive online synchronous and asynchronous tutorials that culminate in a physical classroom setting that will see yourself designing a supply chain from scratch (using the Supply Chain Operations Reference (SCOR™) model) to determine what digital tools can be used that make your supply chain a competitive differentiator. As far as we know, this is a 'first' and one of a kind never before conducted in any MBA program.

You will gain the following benefits:

- Develop a digital supply chain management strategy that embeds the right technologies for your business
- Understand and manage global supply-chain complexity and risks
- Optimize your global material, information and financial flows
- Lead organizational change and supply chain transformation

You will get an intense executive overview of your opportunities in this digital world. You discover what your digital strategy should look like, which new technologies to embed, how to align your team and become a confident supply chain leader.

**Course Content**

The emphasis of this course is on developing the knowledge and skills essential to being an effective leader and utilizing your leadership to produce maximal organizational effectiveness. Numerous surveys of CEOs and senior executives clearly indicate that an understanding of organizational behavior principles and effective use of leadership, teamwork, and related skills are the most critical competencies that they would like working professionals to have. This course is intended to provide you with a thorough background and grounding in the leadership and organizational behavior concepts that will help you become a more insightful, self-reflective, versatile, influential and effective leader and organizational contributor.

In this course, we emphasize understanding the role of individual differences such as personality, leadership, motivation, teamwork and collaboration, decision-making, problem solving, conflict management, building social capital and influence, feedback and coaching, organizational culture, organizational design and structure, and leading change. According to recent surveys of talent management professionals, senior executives, and professors, these are the most critical topics that every manager and future leader needs to know to be successful in their career.

Many of the concepts in this course deal with social interaction and interpersonal behavior. Typically, we take the view of the manager, and consider how the manager influences others through leadership and teamwork. All of the topics involve working with, leading, and managing people in organizations. The emphasis will be applied and pragmatic – frequently posing the question “what would I do if I were the manager in this situation?”

This course is designed to build on and utilize your past work, education, and life experiences that have given you some fundamental awareness of organizational behavior; we will build on that background to extend and sharpen your knowledge and skills in these areas. Using assessment tools, readings, simulations, exercises, videos and podcasts, cases, and application assignments, you should gain an understanding and appreciation for organizational behavior concepts and apply them to improve your ability to work with and lead others.

By the end of the semester, students should be able to:

- Understand the importance and components of effective leadership and teamwork concepts and practices for employees, teams, and organizations.
- Understand your own strengths and weaknesses as a working professional and leader.
- Diagnose organizational behavior problems or issues in organizations (including leadership, motivation, team issues, conflict and communication).
- Determine which tools you might apply to address various individual, team, and organizational problems.
- Understand the effectiveness of organizational behavior interventions for increasing productivity and meeting other organizational objectives and goals.



Lecturer



Dr. Tanri Abeng, MBA

Course Title

Leading Strategic Change

Course Content

Building a vision of an organization is not enough for today's leaders, particularly if they are to deal with transformational changes required to overcome the ever-stringent competition, new market constraints, economic downturn or any environmental shift outside the existing business models. The most recent situation with the outbreak of Covid- 19 globally is a good example on how business leaders have been tested vigorously and big corporations everywhere are suffering or even have to shut down their operations. The global economy has also taken a big hit, with sharp falls in stock markets all around the world, and volatility in exchange rates and commodity prices, forcing monetary authorities to adjust their predictions for economic growth in 2020 and beyond, and governments to look at stimulus packages.

As the international response continues to develop, we understand that corporations are facing potentially significant challenges to which they need to respond rapidly. They are required to operate at a minimum operation level, execute with agility and prioritize investments, while staying focused on protecting their people. Business leaders need to not only actively participate into but also creatively direct the people toward actions that make the vision a reality.

This course will comprehensively elaborate genuine insights, realistic concepts, and proven methods that effectively translate organizational values into corporate strategy through novel management leadership practices. Change management will be distinctively discussed in a context of sustaining competitive advantages and profitable growth by means of optimum utilization of limited available resources and network development for extensive support. The need for leaders to master corporate communication skills will be broadly exposed, especially for them to be able to articulate the company's vision in a way that motivates, inspires, and excite workers to commit to their respective assignments, in order to execute the corporate strategy at all levels. The latter used to be extremely complicated during crises, like this coronavirus pandemic, over which almost all decision alternatives are not popular whereas integrity has to be preserved to win or, more likely, to restore momentous trust.

Upon completing this course, students can be expected to successfully harness critical elements in integrating values into strategy and become inspirational leaders that share the passion.

Lecturer



Prof. Peter Verhezen, PhD

Course Title

Corporate Governance and Business Risk

Course Content

This intensive course will focus on how institutionalized good governance practices enable leadership to make better decisions. The board's fiduciary duties of care, loyalty and prudence aim to steer their organizations to minimize negative risks and optimize new business opportunities, especially in turbulent times of uncertainty like today. Corporate governance enhances the overall risk management of organizations and prepares leadership to take smart strategic choices.

The course aims to cover two main fields: (1) why and how to improve corporate governance processes at organizations and, and (2) how to strengthen risk management by drastically improving the decision-making at companies. It explains how to reduce threatening risks, while acknowledging that innovative (digital and analog) solutions require smart risk taking. Risk management and strategic thinking implies smart and wise decision-making. Organizations compete to optimize their financial objectives like RoIC (Return on Invested Capital), but increasingly non-financial goals of ESG (Environment, Social, Governance) have become criteria for performance as well.

The course explains on how to improve risk management - distinguishing different kinds of risks: preventable risks, strategic risks and external risks (from which political risks dramatically affecting businesses is one to be analyzed and assessed). It will also highlight the importance of a proper risk culture to reduce negative risks and improve potential business opportunities. Thirdly, we will focus on how to make more reasonable and thus less threatening or biased decisions in an organization. We also include the potential and weaknesses of big data analytics on decision-making. Finally, this course aims to help executives to become smarter and wiser decision-makers in the process.

We also will briefly highlight the perspective of foreign investors and their concerns with "institutional voids" and risk practices in Indonesia. We will apply the conceptual framework of an integrated risk management and corporate governance perspective to practical cases in Indonesia.

This course will highlight how a digital transformation and the use of algorithms and artificial intelligence may reduce certain risks and enhance certain strategic choices, but we also give attention to the darker side of artificial intelligence. In addition, the course briefly refers to geopolitical and socio-economic factors that impact Indonesian business. What are the pitfalls for foreign investment and how can Indonesia improve their overall efficiency and more particularly, how can executive leaders preserve the reputation of their organization.



Lecturer



Prof. J.P. Miller, PhD

Course Title

Modeling Management Process

Course Content

This course leads the participants to learn how to blend the rigorous requirements of effective business strategy execution with the need to engage people to perform beyond their own expectations. It offers concepts, cases, relevant research, discussion, and workable tools to give the aspiring business leader the mindset needed to manage at the top of any business organization.

Course Topics and Elements

- The need to blend managing and leading to achieve outstanding results.
- What research shows from Indonesia and elsewhere on Engagement, Alignment and Culture/Empowerment.
- Elements of managing execution: Planning, Organizing, Controlling, Leading.
- Elements of leading with heart: Caring, Consistency, Courage, Communication, Change.
- How to use data to manage and lead more effectively.
- Engagement as a human capital metric: how to assess the effects of management
- The 360 Survey: how to assess the requirements for execution
- Cases from Indonesia and around the world
- Experiences from participants
- Leadership and management tools:
 - **Planning:** Stakeholder Analysis, Mission, SWOT, BTP -> Problem Solving, SMART KPI MBO
 - **Organizing:** Job Design, RASCI, Process Mapping, Delegating, U&A (Understand & Acceptance), Managing Meetings
 - **Controlling:** Checklist/Scorecard, SPOT-ON (Informal Rewards), Active listening, Win-Win (Negotiating), ABCD (Conflict Management)
 - **Leading:** Team Building, Coaching, Mirror, Decision Choice, 8-Step Change

Lecturer



Dr. Martijn F.L. Rademakers

Course Title

Technology & Innovation Management

Profile

Martijn Rademakers is a visiting faculty member at RSM and adjunct professor of corporate strategy at Amsterdam Business School. He is also Partner at Marai Consultants, and co-founder of TONOS Care, an AI-driven start-up in healthcare. He has over 28 years of experience in education and consultancy, specializing in bridging theory and practice of (digital) business innovation, organisational change, and strategic leadership. Clients served include ING Bank, Sanofi, Takeda, AstraZeneca, Konecranes and Nike, but also not-for-profit organizations. In his research he explores the interconnectedness of strategy, organisation and leadership. He is the author of several books such as Corporate Universities: Drivers of the Learning Organization (published in five languages), and associate editor of the Journal of Creating Value.

Course Content

The focus of this course will be on technology management and developing an Internet-based business or extension to an existing business. The course will integrate concepts from economics, organizational strategy, entrepreneurship, and Web design. Topics to be covered in the course include: aligning technology and strategy; models of diffusion and innovation; characteristics of information and digital goods; identifying potential Web-applications and information products for solving a problem and/or identifying a business opportunity; intellectual property rights; pricing issues related to information goods; developing a business plan for a venture capital proposal; launching the e-business; designing Web based applications for usability; and strategies for successfully implementing systems. Case studies, lectures, guest speakers, and an integrated E-business project will be used to understand the complexities of the current business environment.



Lecturer



Dr. Darwin Silalahi, MBA , MMR

Course Title

Motivation and Leadership

Profile

Darwin attained a Doctor degree in strategic management from the University of Indonesia, earned an MBA with distinction from the University of Houston whilst working full time with BP America, a Master of Management Research from the University of Western Australia, and a bachelor degree in Physics from the University of Indonesia. He has also attended AMP (advanced management program) at the Harvard Business School.

Darwin had 20 years of CEO experience in Indonesia with Royal Dutch Shell and Booz Allen Hamilton (Booz & Co), 5 years of prior Director roles in national government and conglomerates, and 3 years of international working experience based in the US and the UK during his formative career with BP.

He was the first Indonesian as CEO of Shell Indonesia and for over 12 years he led the growth initiatives of Royal Dutch Shell in Indonesia, transforming Shell's presence from a small base into becoming the largest single international company investor in the downstream and a strategic partner in the largest remaining undeveloped upstream resource in Indonesia. During his role as a CEO of Booz Allen Hamilton Indonesia for over 7 years, he rebuilt Booz Allen into once a leading strategy consulting firm supporting multi-year strategy-based transformations with top tier clients in the telecom, transport, and energy sectors.

In the public sector, he held a Director level role at the Indonesian Ministry of State-Owned Enterprises overseeing some of the largest Indonesian SOEs including PLN, Telkom, Indosat, Garuda, Pelindo 1-4, Angkasa Pura 1-2, Jasa Marga. He was pivotal in the development of the "Second Wave State-Owned-Enterprises Reform Blueprint", the foundational work to the creation of SOE holding companies. Currently, Darwin is guiding an internal team of the Indonesian Ministry of Investment in catalyzing implementation of global best practices in investment regulatory management

Author of a motivational book, "LIFE STORY, not Job Title" (2012) and has published an academic paper in the Journal of Organizational Effectiveness: People and Performance

Course Content

This course introduces the concepts and practices of motivation and leadership and their interplay in delivering performance and meaning in organizations. Factors affecting motivation such as identity and purpose are covered. Applied motivational approaches for specific objectives such as creativity and innovation are reviewed. A variety of topics on the theory, variability, and practice of leadership is reviewed, focusing on the impact of leadership and the development of leaders. Learning is to be delivered through a combination of lectures, cases studies, individual or group projects, guest lectures, and training videos

Lecturer	Dr. Gos Ishak, MBA & L.M. Samryn, PhD	Course Title Financing the Corporation
Course Content	<p>Corporate Finance is also known Financing the Corporation is the course develops a theoretical framework for understanding and analysing major financial problems of modern company in the market environment. The course covers basic models of valuation of corporate capital, including pricing models for primary financial assets, real assets valuation and investment projects analysis, capital structure and various types of corporate capital employed, derivative assets and contingent claims on assets. It provides necessary knowledge in evaluating different management decisions and their influence on corporate performance and value. The course requires knowledge in micro and macroeconomics, accounting and banking. The course is based on lectures, seminars, case studies and self-study. "Corporate finance" is a two-semester course designed to prepare students for TAU examination.</p> <p>In addition, the main objective of the course is to provide the conceptual background for corporate financial analysis from the point of corporate value creation. The course develops a theoretical framework for understanding and analyzing major financial problems of modern firm in the market environment. The course covers basic models of corporate capital valuation, including pricing models for primary financial assets, real assets valuation and investment projects analysis, capital structure, derivative assets and contingent claims on assets.</p>	

Lecturer	Dr. Ervin A. Priambodo, M.M.	Course Title Digital Marketing
Course Content	<p>Digital marketing has become an essential component of any firm's marketing strategy, but managers are still grappling with this medium which is continuously evolving as well. Customers nowadays are constantly evolving, as are the marketing technologies businesses use to attract and connect with potential customers. It is important for students to understand the changes in consumption, expectations and digital adoption in order to reach a wider audience and create long-lasting engagement. By gaining key insights on the impact the Internet and social media have on consumer behaviour, you can transform the marketing strategies, processes and frameworks that are important to growing your business and/or market share. This programme is designed to give students in-depth knowledge of what marketing means in the digital world. It introduces you to an understanding of how customers behave with the immense use of digital technology. In this subject, the students will comprehend a systematic understanding of digital marketing.</p> <p>By the end of the semester, the students are expected to be able to:</p> <ul style="list-style-type: none"> • Know how the internet and social media impact consumer behaviour and expectations • Develop framework and analysis that drive digital and social media marketing strategy • Gain solid industry knowledge to navigate digital marketing topics • Learn to qualitatively and quantitatively evaluate advertising impact 	



Lecturer	Dr. Chico Adhibaskara E. H., MBA, MRes Dr. Osly Usman, MBus.	Course Title Business Communication in the Digital Era
Course Content	<p>The course discusses about the importance of interpersonal communication in the business setting. The scopes relate to business writing, oral presentation, and technological proficiency. Participants will learn about composing the compelling written materials that reflect their professionalism in conveying the persuasive message to the business audiences. Two main works in the discussion of business writing are producing the credible reports and convincing proposals. The discussion of oral communication relates to effective communication in meetings and conversations, presenting a report, and delivering business speeches. Technology as a supporting aspect in conducting business communication will also be discussed in this course.</p> <p>Purposes of the subject: Upon completion of this course, the participants should be able to:</p> <ul style="list-style-type: none">• Demonstrate understanding the communication role in the business and its cultural context.• Demonstrate competency in interpersonal communication in a team setting.• Demonstrate competency in research, business writing, reporting, and preparing proposal.• Demonstrate competency in presenting a report and a proposal; and delivering business speeches.• Demonstrate competency in using the technology for communication. <p>Student learning outcomes: Upon completion of this course, the participants will be able to:</p> <ul style="list-style-type: none">• Write the convincing business report, from the research stage to the final stage.• Write the persuasive business proposal.• Present the report and proposal with technology support.• Deliver business speeches.	

Lecturer	Lecturer of Professional MBA TAU	Course Title Thesis
Course Content	<p>A guide to theory and practice research project, research management, applied business research in quantitative and qualitative method, case study methodology in business research, management and business research, sample design in business research, and modern method for business research</p>	



PROFESSIONAL MBA STUDENT TESTIMONIAL

Wawan Sulistyو

Sr Expert Revenue Assurance PT Pertamina (Persero)

Company

Pertamina

Program MBA/ ECGL TAU isinya “daging semua”

Alhamdulillah, saya bangga menjadi bagian dari program MBA/ ECGL TAU. Program MBA/ ECGL TAU bekerjasama dengan University at Buffalo, dengan pengajar langsung dari New York memberikan pengalaman dan kesempatan bagi mahasiswa dalam berinteraksi dan mendapatkan gambaran teoritis dan aplikatif mengenai Leadership, Corporate Governance dan Management serta situasi ekonomi global yang relevant dengan kebutuhan leader saat ini. Sistem belajar menggunakan bahasa Inggris memperluas wawasan dan memberikan value tambahan bagi para peserta untuk bersiap dalam persaingan global.

Dikka Bayu Prihananta

PT Pelabuhan Indonesia (Persero)

Company

Pelindo

Program Professional MBA di Tanri Abeng University (TAU) sangat membantu saya untuk menghadapi dunia profesional di era perubahan dunia yang begitu cepat. Komitmen dan budaya belajar yang dinamis dan interaktif serta ditunjang oleh pengajar yang profesional dan fasilitas perkuliahan yang memadai, menjadikan Program Professional MBA TAU dapat mencetak mahasiswa yang unggul dan berkarakter, sehingga akan bermanfaat bagi kehidupan bermasyarakat dan bernegara.

M. Yan Chaidir

PT Bank Mandiri (Persero) Tbk

Company

Bank Mandiri

Kami merasakan banyak manfaat dimana kita diajar oleh para dosen internasional yang berasal dari University at Buffalo New York. Selama kita mengikuti perkuliahan, kita banyak berdiskusi, kita berinteraksi dengan para dosen, kita berbagi pengalaman, dan juga bertukar insight dengan mahasiswa lainnya. Jadi kami sangat mendukung program MBA TAU yang mana ini sangat berguna untuk sebagai individu dan untuk perusahaan tempat kita bekerja.



Dea Marsendah, M.Si

Hib Production Section Head

Company

Bio Farma

Berkesan, Menarik dan Challenging

3 kata untuk Professional MBA Program TAU yaitu berkesan, menarik dan challenging, khususnya untuk saya yang memiliki background di bidang science. Mengikuti Professional MBA Program di TAU ternyata tidak sesulit yang saya bayangkan, malahan outputnya sangat bermanfaat bagi lingkungan pekerjaan. Dosen-dosen dari UB New York sangat profesional dalam memberikan materi dan juga memberikan contoh best practice yang sangat bermanfaat di lingkungan perusahaan

Whisnu Dhani Hermawan

PT Kimia Farma Tbk

Company

Kimia Farma

Pengalaman luar biasa dengan pengajar yang memiliki jangkauan skala global dan praktisi yang unggul dibidangnya, khususnya diajar langsung oleh Sang Begawan Manajemen yakni Pak Tanri Abeng sendiri, yang sarat dengan strategi dan pengalaman berharga dalam sejarah manajemen Indonesia. Pembelajaran yang membuka cakrawala wawasan untuk menjadi seorang manager sekaligus leader yang mempunyai pengaruh signifikan tidak hanya pada kancah nasional tetapi lebih luas untuk bersaing sebagai profesional yang siap terhadap kompetisi global.

Nurul Hidayah

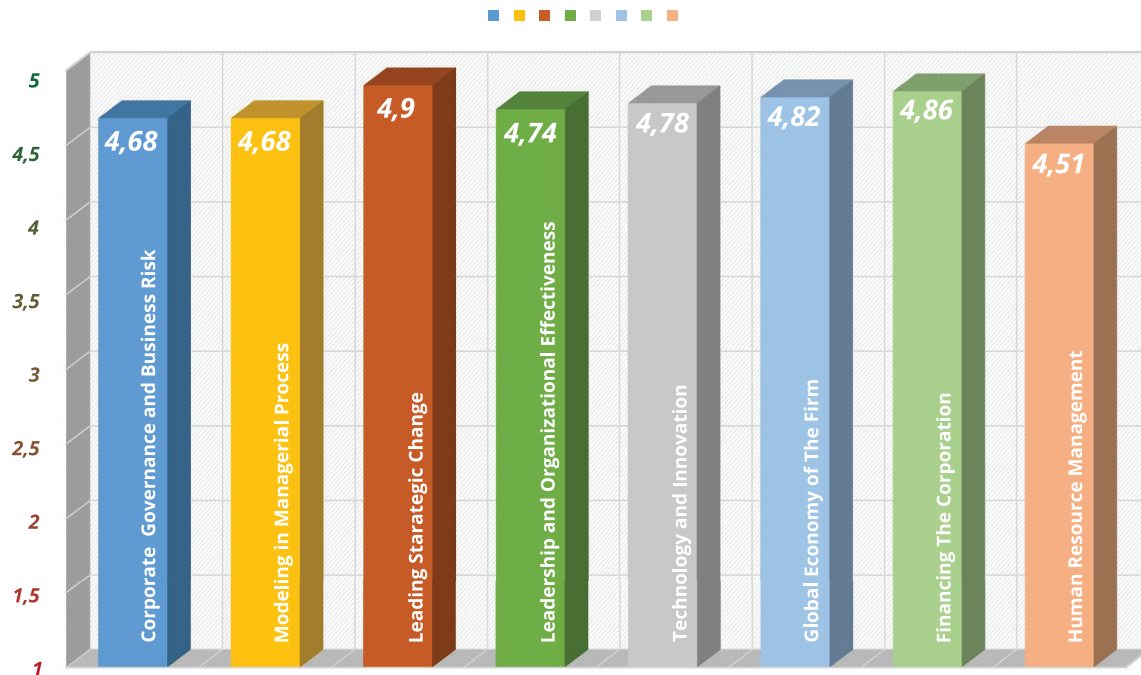
PT PLN (Persero)

Company

PLN

Selama mengikuti pembelajaran di Universitas Tanri Abeng, saya merasa proses pembelajarannya sangat efektif serta mudah menerima ilmu yang diberikan oleh dosen pengampu karna ditunjang dengan dosen yang profesional di bidangnya masing-masing. Banyak pelajaran baru yang diperoleh sebagai penunjang dalam pekerjaan saya saat ini.

STUDENT SATISFACTION SCORE



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