



UKRIDA

Fakultas Ekonomi & Bisnis

Faculty of Economics & Business

SURAT KEPUTUSAN

**DEKAN FAKULTAS EKONOMI DAN BISNIS
UNIVERSITAS KRISTEN KRIDA WACANA**
Nomor : 162/SK/UKKW/FEB/MM/III/2023

Tentang

PENGANGKATAN DOSEN PENGAJAR FAKULTAS EKONOMI DAN BISNIS PROGRAM STUDI MAGISTER MANAJEMEN SEMESTER GENAP TAHUN AKADEMIK 2022/2023

- Menimbang** : 1. Bahwa dalam rangka penyelenggaraan pendidikan dan pengajaran perlu diangkat dosen untuk pengampu masing-masing mata kuliah.
2. Bahwa untuk mencapai maksud tersebut di atas, perlu diterbitkan Surat Keputusan Dekan Fakultas Ekonomi dan Bisnis Universitas Kristen Krida Wacana.
- Mengingat** : 1. Undang-undang Nomor 12 Tahun 2012 tentang Sistem Pendidikan Tinggi;
2. Peraturan Pemerintah No. 4 tahun 2014 tentang Penyelenggaraan Pendidikan dan Pengelolaan Perguruan Tinggi;
3. Statuta Universitas Kristen Krida Wacana Tahun 2020.

MEMUTUSKAN

- Menetapkan Pertama** : Mengangkat para dosen yang namanya tercantum dalam lajur 2 pada lampiran, sebagai dosen pengajar pada Fakultas Ekonomi dan Bisnis Program Studi Magister Manajemen Universitas Kristen Krida Wacana.
- Kedua** : Keputusan ini berlaku untuk Semester Genap Tahun Akademik 2022/2023.
- Ketiga** : Keputusan ini dapat diperbaiki sebagaimana mestinya apabila dikemudian hari ternyata terdapat kekeliruan.

Ditetapkan di : Jakarta
Pada tanggal : 09 Maret 2023
Fakultas Ekonomi dan Bisnis



Dr. Lambok D. R. Tampubolon, S.E., M.Si.
Pjs. Dekan

Tembusan Yth :

1. Rektor
2. Warek I, II
3. Kaprodi MM
4. Arsip

DAFTAR DOSEN PENGAJAR
PROGRAM STUDI MAGISTER MANAJEMEN - FAKULTAS EKONOMI DAN BISNIS UKRIDA
SEMESTER GENAP TAHUN AKADEMIK 2022/2023

NO	DOSEN	MATA KULIAH	KELAS	BOBOT
1	Prof. Dr. Ir. Rudy C Tarumingkeng	MM2KP002 - FLEXIBILITY MANAGEMENT	2PMMB	3
		MM2KP002 - FLEXIBILITY MANAGEMENT	2PMMC	1,5
		MM2KP001 - STRATEGIC AND INNOVATION MANAGEMENT	2SLDPA	1,5
2	Prof. Dr. PM Budi Haryono, M.M.	MM3KLM003 - CONSUMER BEHAVIOUR AND CUSTOMER VALUE CREATION	3PMMA	1,5
		MM1KU004 - MARKETING MANAGEMENT IN DIGITAL ERA	1PMMB	1,5
3	Prof. Dr. Ir. Bernard T. Widjaja, M.M., CSCA, CRA, CRP	MM2KP002 - FLEXIBILITY MANAGEMENT	2PMMA	3
		MM2KP005 - ENTREPRENEURSHIP AND BUSINESS SUSTAINABILITY	2PMMB	3
		MM2KP005 - ENTREPRENEURSHIP AND BUSINESS SUSTAINABILITY	2PMMC	1,5
		MM2KP005 - ENTREPRENEURSHIP AND BUSINESS SUSTAINABILITY	2SLDPA	1,5
		MM3KLM001 - STRATEGIC MARKETING	3PMMA	1,5
4	Prof. Dr. Heri Iswanto, SKM, MARS	MM3KLH001 - HEALTHCARE/ HOSPITAL MANAGEMENT	3PMMA	1,5
5	Prof. Dr. Surachman Surjaatmadja, M.M.	MM3KLM002 - RELATIONAL MARKETING	3PMMA	1,5

NO	DOSEN	MATA KULIAH	KELAS	BOBOT
6	Fandy Tjiptono, Ph.D	MM3KLM003 - CONSUMER BEHAVIOUR AND CUSTOMER VALUE CREATION	3PMMA	1,5
7	Ferry Jie, B.Eng., M.Eng., P.hD.	MM1KU002 - SUPPLY CHAIN AND OPERATIONAL MANAGEMENT	1PMMA	1,5
8	Amy Iwani, Ph.D.	MM3KLS001 - CURRICULUM DEVELOPMENT AND CLASS ROOM MANAGEMENT	3PMMA	3
		MM3KLS001 - CURRICULUM DEVELOPMENT AND CLASS ROOM MANAGEMENT	3SLDPA	1,5
9	Dr. Adrie Frans Assa, S.E., M.M.	MM2KP002 - FLEXIBILITY MANAGEMENT	2PMMC	1,5
		MM3KLR001 - STRATEGIC TALENT DEVELOPMENT	3PMMA	1,5
10	Dr. Alexander, S.E., M.M	MM2KP001 - STRATEGIC AND INNOVATION MANAGEMENT	2PMMB	1,5
11	Dr. Benny Budiawan Tjandrasa, S.E., M.M., QRMP	MM1KU003 - CORPORATE FINANCE	1PMMB	1,5
12	Dr. Bram Hadianto, SE., M.Si	MM3KU005 - RESEARCH METHODS IN BUSINESS/MANAGEMENT/ SOCIAL SCIENCES	3PMMA	1,5
13	Dr. Budi Hermawan, S.E., M.M.	MM3KU005 - RESEARCH METHODS IN BUSINESS/MANAGEMENT/ SOCIAL SCIENCES	3PMMA	1,5
14	Dr. Daniel Widjaja, S.E., M.M.	MM1KU004 - MARKETING MANAGEMENT IN DIGITAL ERA	1PMMA	1,5
15	Dr. Deni Iskandar Tj., S.E., M.M., M.Th., CFP®, CHCP-A, CSRS, CRMP	MM3KP003 - RISK MANAGEMENT IN FINANCIAL AND BUSINESS	3PMMA	1,5

NO	DOSEN	MATA KULIAH	KELAS	BOBOT
16	Dr. dr. Fushen, M.H., M.M., FISQua	MM3KLH001 - HEALTHCARE/ HOSPITAL MANAGEMENT	3PMMA	1,5
		MM3KLH003 - CAPITA SELECTA IN HOSPITAL MANAGEMENT	3PMMA	3
		MM3KLH004 - HEALTHCARE QUALITY, SAFETY, AND RISK MANAGEMENT	3PMMA	3
17	Dr. Drs. Iwan Mulyawan, Gad.Dpl., MBA	MM2KP001 - STRATEGIC AND INNOVATION MANAGEMENT	2PMMA	1,5
18	Dr. Eka Desy Purnama, S.E., M.E., CFP®	MM1KU002 - SUPPLY CHAIN AND OPERATIONAL MANAGEMENT	1PMMA	1,5
		MM1KU002 - SUPPLY CHAIN AND OPERATIONAL MANAGEMENT	1PMMB	1,5
19	Dr. Erika Dwi Muwarni, M.M.	MM2KP002 - FLEXIBILITY MANAGEMENT	2SLDPA	1,5
20	Dr. Erwin, CHRM, RSA	MM3KLR002 - STRATEGIC PEOPLE DEVELOPMENT	3PMMA	1,5
21	Dr. Gidion P. Adirinekso, S.E., M.Si., CIQaR, CIQnR	MM3KU005 - RESEARCH METHODS IN BUSINESS/MANAGEMENT/ SOCIAL SCIEN	3PMMA	1,5
22	Dr. Hans Harischandra Tanuraharjo, M.M.	MM2KP005 - ENTREPRENEURSHIP AND BUSINESS SUSTAINABILITY	2PMMA	1,5
23	Dr. Hery Winoto Tj., S.E, M.M., CPHR®, CHCP-A	MM1KU001 - MANAGING PEOPLE AND PERFORMANCE MANAGEMENT	1PMMA	3
		MM1KU001 - MANAGING PEOPLE AND PERFORMANCE MANAGEMENT	1PMMB	1,5
		MM1KU001 - MANAGING PEOPLE AND PERFORMANCE MANAGEMENT	1PMMC	1,5
		MM2KP005 - ENTREPRENEURSHIP AND BUSINESS SUSTAINABILITY	2PMMA	1,5
		MM2KP005 - ENTREPRENEURSHIP AND BUSINESS SUSTAINABILITY	2PMMC	1,5
		MM3KLR003 - STRATEGIC ORGANIZATION DEVELOPMENT	3PMMA	1,5

NO	DOSEN	MATA KULIAH	KELAS	BOBOT
24	Dr. Ir. Daud Setiawan, M.M., CFP®, CRMP	MM3KP002 - FINANCIAL MANAGEMENT OF MULTINATIONAL CORPORATION *	3PMMA	1,5
		MM2KP001 - STRATEGIC AND INNOVATION MANAGEMENT	2PMMA	1,5
		MM1KU002 - SUPPLY CHAIN AND OPERATIONAL MANAGEMENT *	1PMMC	3
25	Dr. Ir. Hotlan Siagian, M.Sc., ASCA., CERG.	MM1KU002 - SUPPLY CHAIN AND OPERATIONAL MANAGEMENT	1PMMB	1,5
26	Dr. Ir. Rudolf Lumbantobing, M.M., CRMP	MM1KU003 - CORPORATE FINANCE	1PMMA	1,5
		MM1KU003 - CORPORATE FINANCE	1PMMB	1,5
		MM1KU003 - CORPORATE FINANCE	1PMMC	1,5
		MM3KP002 - FINANCIAL MANAGEMENT OF MULTINATIONAL CORPORATION	3PMMA	1,5
27	Dr. Ir. Wolter Piere Boeky, M.M.	MM3KLR003 - STRATEGIC ORGANIZATION DEVELOPMENT	3PMMA	1,5
28	Dr. Jimmy Lizardo, M.M	MM2KP001 - STRATEGIC AND INNOVATION MANAGEMENT	2PMMB	1,5
		MM3KLM001 - STRATEGIC MARKETING	3PMMA	1,5
29	Dr. Melitina Tecoalu, S.E., M.M. CFP®, CHCP-A	MM1KU001 - MANAGING PEOPLE AND PERFORMANCE MANAGEMENT	1PMMB	1,5
		MM1KU001 - MANAGING PEOPLE AND PERFORMANCE MANAGEMENT	1PMMC	1,5
		MM2KP001 - STRATEGIC AND INNOVATION MANAGEMENT	2PMMC	1,5
		MM3KLR001 - STRATEGIC TALENT DEVELOPMENT	3PMMA	1,5

NO	DOSEN	MATA KULIAH	KELAS	BOBOT
30	Dr. Olga A. Adjiputro, M.M.	MM2KP001 - STRATEGIC AND INNOVATION MANAGEMENT	2PMMC	1,5
		MM3KLR002 - STRATEGIC PEOPLE DEVELOPMENT	3PMMA	1,5
		MM3KP001 - INVESTMENT THEORY AND SECURITY ANALYSIS *	3PMMA	1,5
31	Dr. Rico Nur Ilham, S.E., M.M., RSA	MM3KP001 - INVESTMENT THEORY AND SECURITY ANALYSIS	3PMMA	1,5
32	Dr. Saparso, S.E., M.M.	MM1KU004 - MARKETING MANAGEMENT IN DIGITAL ERA	1PMMA	1,5
		MM1KU004 - MARKETING MANAGEMENT IN DIGITAL ERA	1PMMB	1,5
		MM2KP002 - FLEXIBILITY MANAGEMENT	2SLDPA	1,5
		MM3KLM002 - RELATIONAL MARKETING	3PMMA	1,5
33	Dr. Soegeng Wahyoedi, S.E., Com.Ec.,CIQaR., CIQnR., CIMMR	MM2KP004 - BUSINESS AND ECONOMIC ENVIRONMENT	2PMMB	3
		MM2KP004 - BUSINESS AND ECONOMIC ENVIRONMENT	2PMMC	3
		MM2KP004 - BUSINESS AND ECONOMIC ENVIRONMENT	2SLDPA	1,5
		MM3KU005 - RESEARCH METHODS IN BUSINESS/MANAGEMENT/ SOCIAL SCIENCES	3SLDPA	1,5
		MM2KP004 - BUSINESS AND ECONOMIC ENVIRONMENT	2PMMA	3
		MM3KU005 - RESEARCH METHODS IN BUSINESS/MANAGEMENT/ SOCIAL SCIENCES	3PMMA	1,5
34	Dr. Vera Intanie Dewi, S.E., M.M., CRA	MM1KU003 - CORPORATE FINANCE	1PMMA	1,5
		MM3KP003 - RISK MANAGEMENT IN FINANCIAL AND BUSINESS	3PMMA	1,5
		MM1KU003 - CORPORATE FINANCE	1PMMC	1,5
35	Dr.Ir. Januar Heryanto, MS, MBA	MM2KP004 - BUSINESS AND ECONOMIC ENVIRONMENT	2SLDPA	1,5

NO	DOSEN	MATA KULIAH	KELAS	BOBOT
36	Dr. Robby I Chandra	MM3KLS004 - SCHOOL LEADERSHIP AND EDUCATIONAL POLICIES	3SLDPA	1,5
		MM2KP001 - STRATEGIC AND INNOVATION MANAGEMENT	2SLDPA	1,5
37	Ir. Sriptono, Ph.D.	MM2KP005 - ENTREPRENEURSHIP AND BUSINESS SUSTAINABILITY	2SLDPA	1,5
38	Takim Andriono, Ph.D.	MM3KLS001 - CURRICULUM DEVELOPMENT AND CLASS ROOM MANAGEMENT	3SLDPA	1,5
		MM3KLS002 - ONLINE LEARNING AND KNOWLEDGE MANAGEMENT	3SLDPA	3
		MM3KLS004 - SCHOOL LEADERSHIP AND EDUCATIONAL POLICIES	3SLDPA	1,5
		MM3KU005 - RESEARCH METHODS IN BUSINESS/MANAGEMENT/ SOCIAL SCIENCES	3SLDPA	1,5

Jakarta, 09 Maret 2023
Fakultas Ekonomi dan Bisnis UKRIDA



[Handwritten Signature]
Dr. Lambok D. P. Tampubolon, S.E., M.Si.
Pjs. Dekan

BERITA ACARA PERKULIAHAN

Universitas Kristen Krida Wacana Jakarta

FR-UKW-3.1/R2

Periode : Genap 2022/2023
 Program Studi : Magister Manajemen
 NID - Nama Dosen : 2409 - Jimmy Lizardo
 2418 - A. Bernard T. Widjaja
 KMK - Mata Kuliah : MM3KLM001 - STRATEGI
 PEMASARAN (3 sks)

Hari : Sabtu
 Jam : 13:00 - 15:00
 Kelas : 3PMM (K)
 Ruang : 0

Tatap Muka Ke	Hari / Tanggal	Waktu	Pokok Bahasan	Materi	Jml Mhs Hadir	Ruangan	Pengajar	Tanda Tangan
1	Sabtu, 11 Mar 2023	13:00 - 15:00	1. Introduction Strategic Marketing 2. Marketing Revolution 3. Strategic Management 4. Strategic Marketing	1. Marketing 5.02. Tahapan Proses Manajemen Strategi 3. Kontribusi Pemasaran terhadap Manajemen Strategi 4. Bisnis Strategi dan Marketing Strategi	(7/8)	0	Jimmy Lizardo	
2	Sabtu, 11 Mar 2023	15:00 - 17:00	Pemasaran Strategik	- Pemasaran Strategik dan Orientasi Pasar - Persepsi dan perilaku Konsumen - Perencanaan Pemasaran - Pentingnya Strategi terhadap Manajer Pemasaran	(6/8)	0	Jimmy Lizardo	
3	Sabtu, 18 Mar 2023	13:00 - 15:00	Preparing Marketing Strategy	- Developing Marketing Strategy - What is Marketing Strategy - The Internal Business Drivers - The External Environment	(7/8)	0	Jimmy Lizardo	
4	Sabtu, 18 Mar 2023	15:00 - 17:00	The Marketing Objective	- Business Strategy - The Marketing Objective - Marketing Strategy - Industry or Market?	(6/8)	0	Jimmy Lizardo	
5	Sabtu, 25 Mar 2023	13:00 - 15:00	1. Marketing Strategy _ The Customer 2. Marketing Strategy_Segmentation & Targeting	The Customer- Market Research - The Market Research Process - Who are they? What do they currently buy from us and why? what benefits are they seeking? What do they want from us now? What do they want in the future? etc	(7/8)	0	Jimmy Lizardo	
6	Sabtu, 25 Mar 2023	15:00 - 17:00	- Marketing Strategy_Segmentation & Targeting - Marketing Strategy_Positioning & Branding	Segmentation & Targeting- Targeting Positioning & Branding- Positioning - Branding	(7/8)	0	Jimmy Lizardo	
7	Sabtu, 01 Apr 2023	10:00 - 12:00	UTS	UTS	(8/8)	0	Jimmy Lizardo	
8	Sabtu, 15 Apr 2023	13:00 - 15:00	- Strategic Product Development & Innovation	- New Product Planning & Innovation - Idea Generation - Collecting and Analysing Marketing Information	(8/8)	0	A. Bernard T. Widjaja	
9	Sabtu, 15 Apr 2023	15:00 - 17:00	- Strategic Branding	- Strategic Brand Management - Strategic Brand Analysis - Brand Identity Strategy - Managing Brand Strategy	(8/8)	0	A. Bernard T. Widjaja	

BERITA ACARA PERKULIAHAN

Universitas Kristen Krida Wacana

Jakarta

FR-UKW-3.1/R2

Periode : Genap 2022/2023 Hari : Sabtu
Program Studi : Magister Manajemen Jam : 13:00 - 15:00
NID - Nama Dosen : 2409 - Jimmy Lizardo Kelas : 3PMM (K)
2418 - A. Bernard T. Widjaja
KMK - Mata Kuliah : MM3KLM001 - STRATEGI Ruang : 0
PEMASARAN (3 sks)

Tatap Muka Ke	Hari / Tanggal	Waktu	Pokok Bahasan	Materi	Jml Mhs Hadir	Ruangan	Pengajar	Tanda Tangan
10	Sabtu, 29 Apr 2023	13:00 - 15:00	- Strategic Supply Chain & Channel	- Strategic Role of Value Chain - Channel Strategy - International Channel	(8/8)	0	A. Bernard T. Widjaja	
11	Sabtu, 06 May 2023	13:00 - 15:00	- Strategic Supply Chain & Channel	- Strategic Role of Value Chain - Channel Strategy - International Channel	(8/8)	0	A. Bernard T. Widjaja	
12	Sabtu, 06 May 2023	15:00 - 17:00	- Strategic Digital Marketing	- The challenge of digital world - Digital community & behavior - Strategic digital marketing	(8/8)	0	A. Bernard T. Widjaja	
13	Sabtu, 13 May 2023	15:00 - 17:00	- Strategic Integrated Marketing Communication	- Companies and Integrated Marketing Communication - Components of Integrated Marketing Communication - Integrated Marketing Communication	(8/8)	0	A. Bernard T. Widjaja	
14	Sabtu, 20 May 2023	10:00 - 12:00	UAS	UAS	(8/8)	0	A. Bernard T. Widjaja	

*) Dokumen BAP di isi oleh dosen yang bersangkutan dengan melakukan login menggunakan ID. dan di anggap sah tanpa tanda tangan dosen terkait.

Mengetahui,
Kepala Unit Administrasi Akademik,



(Selamet)

Jakarta Barat, 10 Juli 2023
Ketua Program Studi,

(Hery Winoto Tj)

Tanggal : 10-Jul-2023 02:07 *** Daftar Rincian Nilai Mahasiswa ***
 Form : UKW
 Fakultas : Ekonomi dan Bisnis
 Dosen : Dr. Jimmy Lizardo, S.t,m.m., Prof. Dr. Ir. A.
 Bernard T. Widjaja, M.m, Csca, Cra, Crp
 Prodi : Magister Manajemen
 M.K : MM3KLM001 - STRATEGI PEMASARAN
 Sem : Genap 2022/2023
 Kelas : 3PMMA Hal : 1/1

No	NIM	Nama Mahasiswa	Tgs 30.0%	UTS 35.0%	UAS 35.0%	Score	Grade
1.	012021061	JONI HONG	88	87	89	87.9	A
2.	012021097	M. AFI PRABOWO	0	0	0	N/A	E
3.	012021099	RACHEL	87	86	88	87	A
4.	012021100	ANDI AURIC AM	88	88	88	87.9	A
5.	012021102	LIANA WATY RUSLI	0	0	0	N/A	E
6.	012021114	EVELYN MAURENCIA	86	86	89	87.15	A
7.	012021123	MONIKA DENADA	0	0	0	N/A	E
8.	012021125	MARCOBICNATA SIMANJUNTAK	0	0	0	N/A	E

>=85.00 = A = 4 = 50%
 >=80.00 = A- = 0 = 0%
 >=75.00 = B+ = 0 = 0%
 >=70.00 = B = 0 = 0%
 >=65.00 = B- = 0 = 0%
 >=60.00 = C+ = 0 = 0%
 >=55.00 = C = 0 = 0%
 >=50.00 = D = 0 = 0%
 >=0.00 = E = 4 = 50%

Paraf Dosen:

Pimpinan Fakultas:

Dr. Jimmy Lizardo,
 S.t,m.m., Prof. Dr. Ir.
 A. Bernard T. Widjaja,
 M.m, Csca, Cra, Crp

