

Accounting Graduate Program
Faculty of Economics and Business
Universitas Gadjah Mada

SYLLABUS BUSINESS ENVIRONMENT

Course Description

This course is designed to discuss the fundamental topics regarding Indonesian business environment. Unlike other courses, this course discusses the external and internal factors that influence Indonesian firms. The topics of discussion include demographic, social, and cultural environments, domestic and international politics, natural wealth, technology, and other matters directly related with business environment. This learning method is implemented by instructors competent in their respective fields. During every season, students are expected to complete the assignments given by each instructor.

In the last sessions, students, along with their group members, present a case assigned during the first meeting. This case is the result of analysis representing students' understanding about Indonesian business environment. Considering suggestions and comments of the participants during the presentation, each student, along with their group members, writes a report in the form of a final paper.

The final assessment is based on the accumulation of assignment scores given by each instructor and the marks of presentation, presentation and final report (see Assessment).

References

There is no special book used in this class. The materials are taken from the handouts given by each instructor based on the presented fields or topics. Students are encouraged to find other references to support the learning process during this course (student-centered learning base).

Assessment

The following are the grade components:

	Assessment Item	Maximum Grade or Points
a.	Individual Case Assignment 10 x 5 points	50 points
b.	Group Presentation	20 points
c.	Report of Group Presentation Result	15 points
d.	Participation	15 points
	Total Points	100 points

Final Grade Range

The accumulation of the grade is converted into a final grade in the following range:

90 – 100 points	: A
86 – 89 points	: A-
85 – 80 points	: B+
79 – 70 points	: B
69 – 66 points	: B-
65 – 56 points	: C
≤ 55 points	: F (Fail)

Presentation and Report Assignment

1. Determine the industry and company to be made object of analysis.
2. Carry out an industrial analysis using the perspectives of macro industry and micro industry environments.
3. The macro industry analysis employs aspects such as politics, technology, natural resources, etc. as discussed in each session of the course.
4. The micro industry analysis employs Michael E. Porter's Five Competitive Forces Model approach.
5. Subsequently, perform an analysis of the policies of strategies that have been implemented by a company regarding the macro and micro environments of the industry in question.
6. Give recommendations to the industrial sector and companies that you have made object of analysis.
7. The report is presented and discussed to elicit suggestions from the class and the report of the results of presentation is submitted 1 week after the presentation to the academic office of the Accounting Graduate Program.