

## MATA KULIAH

- Economic for Business
- Basic Digital Business
- Business Management
- Principles of Accounting
- Business Trend 1
- Human Capital Management
- Marketing Management
- Operational Management
- Financial Management
- Business Trend 2
- Organizational Behavior
- Consumer Behavior
- Management System Information
- Cost Management
- Global Strategic Management
- Digital Marketing
- Investment Management
- Budgeting
- Entrepreneurship Essentials
- Statistic for Business
- Elective interdisciplinarity\*
- Elective Entrepreneurial Course of Cluster\*
- Research Methodology
- Internship
- Strategic Change Management
- Business Ethics
- Final Project

## MATA KULIAH UMUM

- Pancasila
- Religion
- Indonesian Writing System
- English
- Mandarin

### \*Elective Interdisciplinary

- Culinary Business Management

### \*Elective Entrepreneurial Cluster

- Startup Venture
- Family Business
- Corporate Entrepreneurship

## ELECTIVE COURSE

### Marketing Management

- Relationship Marketing
- Retail Management
- Marketing Research and Strategy
- Service Management

### Financial Management

- International Finance Management
- Risk Management
- Financial Current Issue
- Financial planning for Business

### Human Resource Management

- Key Performance Indicator
- Training Management
- Career Planing and Personal Development
- Human Capital System Informasion

### Operational Management

- Operation Management
- Project Management
- Quality Management
- Supply Chain Management



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## Culinary Business Management

Di spesialisasi ini mahasiswa akan diajarkan keahlian dalam hal *leadership* dan manajemen dibidang bisnis kuliner. Pembelajaran *hands-on* didampingi oleh dosen berpengalaman dengan fasilitas terbaik, mendapat pengetahuan mendalam mengenai aneka *cuisine and beverages*. Mahasiswa akan belajar untuk identifikasi kebutuhan konsumen, merancang *business plan* yang spesifik di industri kuliner, memperluas pengetahuan bisnis, manajemen dan entrepreneurship dalam hal *finance, human resource, foodservice, serta marketing dan promotion*.



## Facilities

- Restaurant & Bar
- Hot Kitchen
- Live Action Laboratory
- Beverage Laboratory
- Pastry & Bakery Laboratory
- Culinary Studio
- Business & Workshop Unit

## Future Me

- Culinary Business Consultant
- Food Consultant
- Culinary Designer
- Restaurant, Cafe Owner



## Keunggulan Spesialisasi

### EXPERIENTIAL LEARNING

Bukan sekedar sekolah masak, melainkan mengajarkan implementasi konsep, kreativitas dan bisnis di bidang kuliner.

### BUSINESS EXPOSURE

Metode pembelajaran yang mengacu kepada menemu kenali masalah, menemukan peluang serta mengembangkan peluang.

### VOCATIONAL EXPOSURE

Metode pembelajaran dengan berbekal *real projects* yang berdasarkan pada *real problems*.

### CULINARY KNOWLEDGE & THEORY

Mahasiswa diperkaya dengan kemampuan dan keterampilan di bidang kuliner seperti *basic knowledge, arts and management, healthy products* serta *industry trends*.

### CULINARY ATTITUDE

Mahasiswa diperkaya dengan metode DEO (*Discovery-penemuan, Exploration-eksplorasi, Observation-pengamatan*).



## Degree

Sarjana Manajemen (S.M)