

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 interdisciplinary*
- 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

- Fashion 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 Planning and Personal Development
- Human Capital System Informasi

Operational Management

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



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Future Me

- Fashion Stylist
- Fashion Business Consultant
- Fashion Business Expert
- Fashion Business Endorser
- Owner of Fashion Business
- Fashion Brand Manager
- Fashion Product Manager
- Fashion Marketing Manager
- Retail Chain Consultant

IBM spesialisasi Fashion Business Management

Produk industri kreatif dalam dunia bisnis semakin berkembang. Untuk itu spesialisasi ini akan fokus mempelajari manajemen bisnis di industri *Fashion*. Mahasiswa mampu mengembangkan ide dan menciptakan *brand fashion* sendiri, dapat berkolaborasi dengan *brand fashion* ternama ataupun bekerja di perusahaan yang bergerak di bidang *fashion*, memiliki kemampuan dalam pelayanan terhadap konsumen dan *partner* bisnis, pengetahuan bidang bisnis dalam aspek manajemen, *marketing* dan *finance* khususnya di industri *fashion*.



Keunggulan Spesialisasi

- REAL CLIENT, REAL PRACTICE**
Memberikan mahasiswa untuk mendapatkan *real client*, *real experience*, *training*, *mentorship* serta *internship* yang diperlukan untuk membaca trend terkini di bidang *fashion*. Juga mengasah kemampuan praktek mahasiswa melalui *creative laboratory* dari industri retail *fashion* lain.
- ENTREPRENEURSHIP GLOBAL NETWORKING**
Memiliki kerjasama dan jaringan dengan berbagai perusahaan dan asosiasi industri retail *fashion* nasional maupun internasional.
- ENTREPRENEURSHIP BASED EDUCATION**
Menghasilkan lulusan berpola pikir entrepreneur maupun intrapreneur. Mampu menciptakan dan mengelola bisnis yang dapat dikenal secara nasional maupun internasional.
- CREATIVE & INNOVATIVE**
Mengasah kreativitas yang berbasis riset *fashion* untuk inovasi produk dan layanan yang bernilai jual tinggi sesuai target market terbaru.



Facilities

Creative Laboratory

Degree

Sarjana Manajemen (S.M)

