

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

- Hotel & Tourism 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



Jalan Sunset Boulevard
CitraLand City Losari Kawasan Centrepoint Of Indonesia
Makassar 90224, Indonesia

+62 8112 500 228 www.uc.ac.id/makassar

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Hotel & Tourism Business Management

Menghasilkan lulusan yang mampu beradaptasi pada tantangan-tantangan baru di industri pariwisata, mempelajari *finance*, perencanaan dan organisasi perusahaan, mampu mengembangkan usaha di *hospitality industry* yang pertumbuhannya semakin tahun semakin pesat. Memiliki kemampuan membuka bisnis hotel/ *tour and travel* atau *event promotion* sendiri melalui pembelajaran melalui *hands-on/ praktek* di industri terkait dan magang di perusahaan-perusahaan kerjasama CSB.



Keunggulan Spesialisasi

- Penguasaan *skill and knowledge* di bidang manajemen dan bisnis di industri perhotelan dan pariwisata.
- Pengetahuan entrepreneurship sebagai pola pikir menjadi seorang profesional dan pengusaha.
- Kesempatan magang nasional dan internasional di instansi ternama.
- Bekerjasama dengan hotel berbintang di jaringan Ciputra Group.

Facilities

- Live Hotel Laboratory (Ciputra World Surabaya)
- Laboratorium Komputer (Pyxis dan Galileo)



Future Me

- Hotel Chief Executive Officer (CEO)
- Hotel General Manager
- Hotel Sales Director
- Hotel HR, Financial Manager
- Expert Event Planner / Organizer
- Event Manager
- Accomodation Manager
- Hotel Owner
- Tour and Travel Owner

Degree

Sarjana Manajemen (S.M)

