



# BUSINESS ESSENTIALS FOR MANAGERS (HYBRID LEARNING)

## Menjawab Masalah Apa

Peran seorang Manajer dalam mengelola bisnis pada perusahaan atau organisasi sangat penting untuk dapat mencapai sasaran yang telah ditetapkan. Salah satu tantangan terbesar saat ini bagi para Manajer adalah harus dapat beradaptasi menghadapi perubahan lingkungan internal dan eksternal secara cepat sehingga tetap bisa memenangkan persaingan. Kemampuan menyusun strategi menggunakan aspek keuangan dan risiko, operasi, *marketing*, sumber daya manusia (SDM) yang disampaikan dengan cara berkomunikasi efektif kepada tim maupun unit/departemen merupakan tanggung jawab utama seorang Manajer. Selain itu, tantangan era digital menjadi isu penting bagi organisasi dalam menentukan model bisnis sebagai strategi bersaing. Berbagai tantangan tersebut menjadikan semakin ketatnya persaingan sehingga menuntut para pemimpin harus memiliki pemahaman yang luas tentang prospektif bisnis dan kesadaran lintas fungsi yang baik serta mampu beradaptasi memenuhi kebutuhan bisnis perusahaan sehingga mampu mencapai kinerja organisasi.

Untuk mampu mencapai sasaran perusahaan dari perspektif bisnis dibutuhkan juga karakter pemimpin yang mampu mengembangkan kompetensi dan komitmen bawahan dengan cara mendukung, membimbing dan merangsang motivasi bawahan agar tim bekerja optimal. Maka pemimpin dengan kemampuan bisnis, kemampuan manajerial dan kemampuan diri yang dibangun secara terus menerus diperlukan dalam melakukan transformasi bisnis untuk meningkatkan daya saing organisasi

Program pelatihan ini akan membekali Anda kemampuan memmanajementi bisnis dan kepemimpinan efektif agar kinerja organisasi meningkat sehingga mampu mencapai pertumbuhan kinerja organisasi secara berkelanjutan. Seluruh modul dirancang sesuai dengan kebutuhan para Manajer maupun bagi yang sedang mempersiapkan jenjang karir manajerial.

## Problems To Be Addressed

*The role of Manager in managing the business of a company or an organization is very essential, in order to achieve target that has been determined. Nowadays, one of the biggest challenges for Managers is to be able to adapt to internal and external environment changes immediately, to win the competition. The ability to set up the strategy by using financial aspect and risk, operational, marketing, human resources (HR) that were passed on with effective communication to the team and unit/departement, is the prime responsibility of a manager. Besides, digital era challenge becomes an important issue for an organization in determining the business model as a competition strategy. Various challenges created a more tight business competition; hence it requires leaders to possess broad understanding regarding business perspective and awareness of across functions and ability to adapt in fulfilling company's business needs, as it will achieve organization performance.*

*In order to achieve company's target from business perspective, there is a need of characteristic of leader who will be able to develop competency and subordinate's commitment, by way of supporting, guiding and encouraging subordinate's motivation for working in optimum. Thus, a leader with business ability, managerial ability and personal ability to be developed continuously, it is a necessity for executing business transformation to increase organization's competitiveness.*

*This training program will prepare you to possess the ability to manage business and effective leadership, in order to enhance the performance of the organization, as it will achieve organization's performance growth continuously. All modules are designed according to Managers needs and also to those that are in preparing the managerial carrier path.*



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## Manfaat Apa yang Anda Peroleh

Setelah selesai mengikuti program ini, peserta diharapkan mampu:

- Memahami sudut pandang dan pemahaman terhadap tantangan bisnis dan dampak positif terhadap keberlangsungan organisasi.
- Memiliki berbagai keterampilan yang dibutuhkan untuk menjawab tantangan bisnis.
- Memahami berbagai aspek manajemen dan hubungannya terhadap kinerja organisasi.
- Memahami harapan *stakeholder* dan strategi mengelola kinerja tim

## Apa Saja yang Dibahas

- *Effective Communication Skills*
  - Organizing presentations
  - Understanding People
  - Presentation skills
- *Business Model Canvas*
  - Building Blocks on BMC : Front Stage
  - Building Blocks on BMC : Back Stage
  - Examples in implementing Business Model Canvas
- *Improving Operations and Service to Achieve Competitive Advantage*
  - Value Chain
  - Service Blueprint
- *Practical Finance for non-Financial Managers*
  - Deciphering the Key Financial Statements:
    - Balance Sheet,
    - Profit and Loss Statement,
    - Cash Flow Statement
  - Financial Statement Analysis
  - Budgeting: Defining Corporate Commitment
- *High Performance Leader*
  - Effective Leadership
  - Leader as a Coach
  - Practical Problem Solving
- *Risk Management: Becoming a Resilient Business*
  - Risk Awareness
  - Fundamentals of Risk Management:
  - Risk Assessment
  - Risk Treatment
  - KRI
- *Digital Transformation*
  - Digital Phenomenon Update
  - Digital Transformation Broad Trend
  - Industry Challenges in Digital Era
- *Project Assignment Presentation*
  - The Future Business Model

## Objectives

Having attended this program, the participants are expected to be able to:

- *Understanding the point of view, the business challenge and the positive impact toward sustainable organization.*
- *Possessing various skills that are needed to respond to business challenge.*
- *Understanding various aspects of management and their relation to organization performance.*
- *Understanding the stakeholder's expectation and the strategy to manage team's performance.*

## Subjects Covered

- *Effective Communication Skills*
  - Organizing presentations
  - Understanding People
  - Presentation skills
- *Business Model Canvas*
  - SWOT Analysis
  - Building Blocks on BMC : Front Stage
  - Building Blocks on BMC : Back Stage
  - Examples in implementing Business Model Canvas
- *Improving Operations and Service to Achieve Competitive Advantage*
  - Operational Excellence
  - Business process management & improvement
  - Service Blueprint
- *Practical Finance for non-Financial Managers*
  - Deciphering the Key Financial Statements:
    - Balance Sheet,
    - Profit and Loss Statement,
    - Cash Flow Statement
  - Financial Statement Analysis
  - Budgeting: Defining Corporate Commitment
- *High Performance Leader*
  - Effective Leadership
  - Leader as a Coach
  - Managing Team Performance
  - Practical Problem Solving
- *Risk Management: Becoming a Resilient Business*
  - Risk Awareness
  - Fundamentals of Risk Management:
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## Metode Pembelajaran

Pembelajaran menggunakan *Hybrid Learning* yaitu kombinasi pembelajaran antara metode di kelas dengan *online learning* yang disajikan dalam bentuk pembahasan konsep, diskusi, dan pembahasan kasus. Pelaksanaan kelas akan dimulai dengan metode online learning selama 20 jam dalam 4 minggu kemudian dilanjutkan dengan pertemuan tatap muka selama 50 jam dalam 6 hari. Berikut jadwal 2018:

Angkatan 1:

- Online Program 09 Juli – 03 Agustus
- Inclass Program 06 – 11 Agustus

Angkatan 2:

- Online Program 29 Oktober – 23 November
- Inclass Program 26 November – 01 Desember

## Learning Method

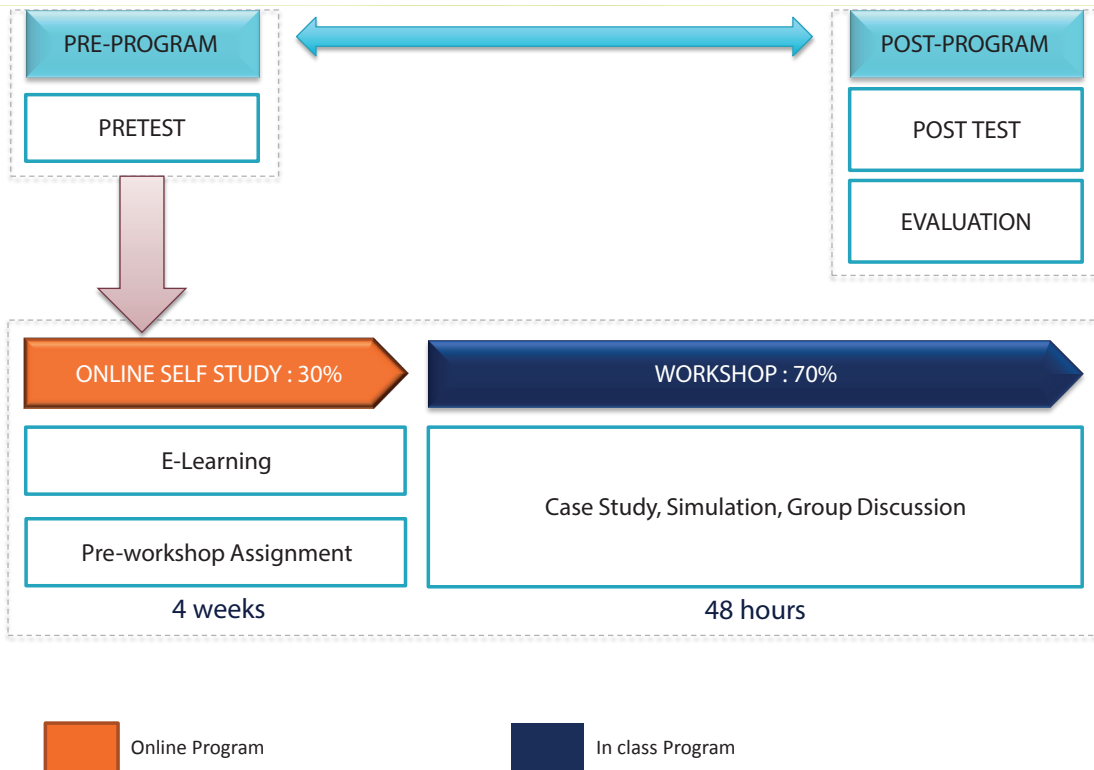
Lessons are learned by using Hybrid Learning, it is a combination of learning inside the class room, with online learning. Online learning is presented in the form of discussion of concept, discussion, simulation game and case discussion. The class is started with online learning method, for 20 hours in 4 weeks, later it is continued with face-to-face meeting, for 50 hours in 6 days. The following is schedule for 2018:

Batch 1:

- Online Program 09 July – 03 August
- In class Program 06 – 11 August

Batch 2:

- Online Program 29 October – 23 November
- In class Program 26 November – 01 December





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## Metode Pembelajaran

- *Hybrid Learning Program.* Peserta dapat mengakses materi program dengan menggunakan seluruh media digital (*smart phone, tablet, laptop*).
- Modul-modul bersifat aplikatif, praktis, dan *update*

## Metode Pembelajaran

- Karyawan yang berpotensi untuk dipromosikan ke jenjang manajerial
- Manajer dari perusahaan yang membutuhkan pengembangan kemampuan manajerial, namun belum memiliki program pengembangan manajemen berjenjang
- Para professional yang memiliki pengalaman bidang bisnis dan manajemen 2-5 tahun
- Para pemilik usaha (*establish business owner*) yang ingin meningkatkan pengetahuan dan keterampilan dibidang manajemen

## *The Excellence Program*

- *Hybrid Learning Program.* Participant will able to have access to the program, using all digital media (*smart phone, tablet, notebook, and laptop*).
- *Modules are applicative, practical and always updated*

## *Who Should Attend*

- *Potential employee, soon-to-be promoted to managerial level*
- *Manager from company that requires development of managerial ability, but does not have management development program (in stages)*
- *Professionals that possess experiences in business and management, 2-5 years*
- *Established business owner that has willingness to increase knowledge and skills in management*

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