



UNIVERSITAS INDONESIA
FACULTY OF ECONOMICS AND BUSINESS
DEPARTMENT OF ACCOUNTING
UNDERGRADUATE PROGRAM

SYLLABUS
PRAKTEK AKUNTANSI DAN BISNIS KONTEMPORER
(ACCOUNTING AND CONTEMPORARY BUSINESS PRACTICES)
ECAU607303
SEMESTER GASAL TA 2020/2021
Selasa pk 08.00 – 10.30 Ruang Sidharta

No.	Lecturers	E-mail Address
1	Koord: Setio Anggoro Dewo (SAD)	dewosa@gmail.com
2	Nia Sarinastiti (NS)	nia.sarinastiti@accenture.com

Subject Code	ECAU607303
Subject Title	Accounting and Contemporary Business Practices
Credit Value	3
Pre-requisite/ Co-requisite/ Exclusion	Management Accounting Financial Management Accounting Information System
Role and Purposes	This subject provides students with an understanding of the objectives, scope and basic concepts of of contemporary and current business transformational needs that would affect performance of a business from the accounting and financial perspectives.



Subject Learning Outcomes	<p>Upon completion of the subject, student will be able to:</p> <ul style="list-style-type: none"> a) The ability to understand the concepts of contemporary business practices b) The ability to analyze business concepts and apply to modern business practices c) The ability to convey and convince the results of business analysis and applications <p>Technical competence: in contemporary business practices</p> <ul style="list-style-type: none"> a) Explain the contemporary business practices by: <ul style="list-style-type: none"> - Understand the general concept and the development of modern business process and operation, merger and acquisition, project management and project distribution, and finance transformation. - Understand the role of digital and analytics supporting decision making in contemporary business practices. b) Analyze and apply the logic business model analysis to contemporary business problems with critical thinking. <p>Global awareness (TLA only)</p> <ul style="list-style-type: none"> c) Students will demonstrate an adequate understanding of the major issues in modern global society. d) Students will demonstrate the ability of analyzing the problems in modern global society. <p>Communication skills (TLA only)</p> <ul style="list-style-type: none"> e) Convey and convince the results of business analysis and applications through clear and concise communication in writing business/academic report. f) Convey and convince the results of business analysis and applications through clear and concise communication in presentation and discussion.
---------------------------	---



Subject Synopsis/ Indicative Syllabus	Week #	Topic	LO	References
	1	Introduction Entrepreneurial Spirit	b a, b, c, d	
	2	Critical and Design Thinking	a, b, c, d	1, 2
	3	Business Model Analysis	a, b, c, d	3,4,5
	4	Business Model Case Studies	a, b, c, d	
	5	Digital Transformation	a, b, d, e, f	6,7
	6	Industry X – overview	a, b, c, d	8
	7	Industry X Connected Industrial Workforce	a, b, c, d	
	8	Guest Speaker	a, b, c, d, f	
	9	Social Enterprises	a, b, c, d	9
	10	Social Content Marketing	a, b, c, d	
	11	Immerse Content Marketing	a, b, c, d	10
	12	Business Futures: Explore the Imagination Economy	a, b, c, d	
	13	Story Telling	a,b,c,d,e, f	13, 14
	14	Project Presentation	a,b,c,d,e, f	

Teaching/Learning Methodology

Teaching method uses active lecturing and class discussions, in which students achieve the study objectives by discussing and completing related problems or cases under the guidance of lecturer.

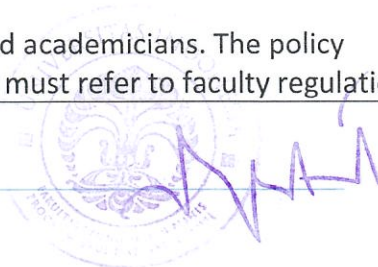
Assessment Method in Alignment with Intended Learning Outcomes

Specific Assessment Method (Tasks)	% Weighting	Intended Learning Outcomes to be assessed					
		a	b	c	d	e	f
Continuous Assessment	100%						
Individual	100%						
Mid Exam (25%)		50%	50%				
Final Exam (25%)		50%	50%				
Participation and Discussion (25%)		20%	20%	15%	15%		30%
Case Study – Written Assignment (25%)		20%	20%	10%	10%	20%	20%

Details of learning methods

Each case is to be done in groups, working similar to a business organization that focuses on team-work and collaboration. Case studies will be based on real-life situations.

Lecturers are a combination of professionals and academicians. The policy related to plagiarism, cheating, and attendance must refer to faculty regulation.



Student Study Effort Expected	Class Contacts	
	Lectures	35 Hours
	Other student study effort	
	Independent Study	42 Hours
	Preparation for project/assignment/tests	42 Hours
	Total	119 Hours
Reading List and References	<ol style="list-style-type: none"> 1. Michael, Kallet. Think Smarter: Critical Thinking to Improve Problem-Solving and Decision-Making Skills, John Wiley & Sons: 2014 2. https://hbr.org/2008/06/design-thinking 3. Business Model Design and Analysis (Accenture, 2015). 4. <i>Harvard Business Review on Business Model Innovation</i>, Harvard Business Press:2011 5. The Business Model Canvas (www.businessmodelgeneration.com). 6. Seven ways in which Big Data could revolutionize our lives by 2020 in https://dataflop.com/read/#!/7-ways-big-data-revolutionize-lives-2020/321 7. Analytics transforms Accenture's internal audit for a digital future (Accenture, 2016) 8. https://www.accenture.com/sg-en/insight-realizing-digital-value-industrial 9. https://socialenterprise.us/about/social-enterprise/ 10. How to create lasting impact from immersive brand ... - Marketing Week 11. Jones, Phil. "Let Me Tell You a Story", Chapter 7. Communicating Strategy. Ashgate Publishing: 2008. 12. Masters, Mark. "Adapting to a New World", Chapter 1. The Content Revolution: Communicate What You Stand for by Telling a Better Story. LID Publishing. 2015 	

